



City of Gahanna, Ohio
A Community Survey Update
2012

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Table of Contents

| | |
|--|----|
| Table of Contents..... | 1 |
| List of Figures | 3 |
| Introduction | 6 |
| Background history..... | 6 |
| Method | 6 |
| Cell phone use | 9 |
| How the sub-samples differ in cell use | 10 |
| Age and cell phone use..... | 11 |
| Wards..... | 12 |
| Part 1: General Satisfaction with Life in Gahanna | 14 |
| A note on the layout of the charts..... | 15 |
| Quality of life..... | 15 |
| Right direction or wrong track?..... | 16 |
| Right direction/wrong track nationally | 17 |
| Coded comments on why many respondents feel Gahanna is headed in the right direction..... | 18 |
| Verbatim comments on why many respondents feel Gahanna is headed in the right direction..... | 19 |
| Coded comments about being off on the wrong track | 20 |
| Comments on why many respondents feel Gahanna is “off on the wrong track.” | 21 |
| Main challenge facing Gahanna | 22 |
| Examples of comments on most important challenge facing Gahanna | 23 |
| Part 2: Rating the Job Performance of City Officials | 24 |
| Rating the elected leadership..... | 25 |
| The Mayor..... | 25 |
| City Council..... | 26 |
| Local performance ratings in the context of national surveys | 27 |
| Mayoral and Council ratings and the change of sampling technique..... | 28 |
| How the use of cell phones relates to ratings of officeholders..... | 29 |
| Keeping citizens informed | 30 |
| How the use of the cell phone relates to perception of the quality of information services of the city..... | 31 |
| Part 3: Citizen Satisfaction with City Services..... | 32 |
| Value of services for the taxes paid..... | 33 |
| Efficient operation of city departments | 34 |
| Contacting City Hall..... | 35 |
| Satisfaction with city hall contacts..... | 37 |
| Contacting City Hall for information | 39 |
| Departmental Satisfaction Scores in 2012 | 40 |
| Satisfaction with city departmental services in the past 12 months in 2008, 2010, and 2012 | 41 |
| Crime rates in Gahanna, 1999 - 2010 | 42 |
| Change in satisfaction ratings from base year | 43 |

| | |
|---|-----|
| Variation of service satisfaction 2008 - 2012 | 44 |
| The impact of perceiving a service problem | 45 |
| The impact score | 45 |
| Part 4: Old Downtown/Creekside | 48 |
| Creekside and Downtown | 49 |
| Use of Creekside, by ward | 50 |
| Activities at Creekside | 51 |
| Activities at Creekside, by ward | 52 |
| Part 5: RITA | 54 |
| Awareness of and satisfaction with RITA among those who handle household taxes | 55 |
| Part 6: Gahanna City Income Tax | 56 |
| Response to Change in Tax Rate | 57 |
| Effect of additional information on attitude toward tax increase | 58 |
| Where Gahanna Residents Work | 60 |
| Location of employment and approval of tax increase | 61 |
| Using Income Tax to Improve Facilities | 63 |
| Which facility improvements would make a tax increase more worthwhile? | 64 |
| Facility improvements, 2010 and 2012 | 65 |
| Facility improvements, by ward | 66 |
| Extent of overlap among preferred improvement projects | 67 |
| How proposed projects relate to each other in citizens' minds | 68 |
| Amenities: Trails, public art, and sports | 69 |
| Part 7: Local Information Sources | 70 |
| Where do people find news about Gahanna? | 71 |
| Use of social media | 73 |
| Which social media are used | 74 |
| 2005 – 2011 Changing use of Social Networking Sites among US Adults | 75 |
| Age and the use of social media in Gahanna and the United States, 2012 | 76 |
| Total aggregated use of social media, by age group | 78 |
| The social media sites Gahanna voters rely on for local information | 79 |
| How use of social media relates to use of cell-phones | 80 |
| Part 8: Demographics | 82 |
| Employment | 83 |
| Children in the household | 85 |
| Education | 86 |
| Income | 87 |
| A Few Key Conclusions | 88 |
| Appendix A: Survey Questionnaire | 90 |
| Appendix B: Verbatim Comments | 100 |
| 4a. When you say things in Gahanna are headed in the right direction, can you describe in your own words what you mean? | 101 |
| 4b. When you say things in Gahanna are off on the wrong track, can you describe in your own words what you mean? | 103 |
| 5. What would you say is the most important challenge facing the City of Gahanna? | 105 |

| | |
|--|-----|
| Q20 What facilities, amenities, etc in other communities you would like to have in Gahanna,..... | 115 |
| Q35 And the final question, have you any other comments about the city of Gahanna? | 120 |

List of Figures

| | |
|---|----|
| Figure 1 Use of cell phones among Gahanna voters..... | 9 |
| Figure 2 The sampling technique, and the use of cell phones | 10 |
| Figure 3 How age differs between the two subsamples..... | 11 |
| Figure 4 Ward Map of Gahanna | 12 |
| Figure 5 Rating the Overall Quality of Life in Gahanna..... | 15 |
| Figure 6 Gahanna Headed in the Right Direction or Off on Wrong Track? | 16 |
| Figure 7 Right direction, wrong track, national data | 17 |
| Figure 8 Coded positive comments on how Gahanna is headed in the right direction | 18 |
| Figure 9 Examples of comments regarding the “right direction” | 19 |
| Figure 10 Coded negative comments on how Gahanna is off on the wrong track | 20 |
| Figure 11 Random Sample of Negative Comments on Gahanna on the Wrong Track..... | 21 |
| Figure 12 Words Used in Describing Main Challenge Facing Gahanna | 22 |
| Figure 13 Examples of comments on most important challenge facing Gahanna | 23 |
| Figure 14 Rating the Job Performance of the Mayor of Gahanna..... | 25 |
| Figure 15 Rating the Job Performance of Gahanna City Council | 26 |
| Figure 16 Favorable and unfavorable views of government., 2002 - 2012 | 27 |
| Figure 17 New, more thorough sample process also reduced scores | 28 |
| Figure 18 How the use of cell phones relates to ratings of officeholders | 29 |
| Figure 19 How Well the City Has Kept Citizens Informed | 30 |
| Figure 20 How the use of the cell phone relates to perception of the quality of information services of the city..... | 31 |
| Figure 21 Rating Value of City Services Overall Relative to the Tax Paid | 33 |
| Figure 22 Efficiency of City Departments..... | 34 |
| Figure 23 Contacting City Hall to Resolve Issues or Seek Information | 35 |
| Figure 24 Satisfaction with City Hall Contacts – Resolution of an Issue | 37 |
| Figure 25 Contacting City Hall for Information | 39 |
| Figure 26 Departmental Satisfaction Scores in 2012..... | 40 |
| Figure 27 Satisfaction with City Services | 41 |
| Figure 28 Crime rates in Gahanna, 1999 - 2010..... | 42 |
| Figure 29 Change in satisfaction ratings from base year | 43 |
| Figure 30 Specific Service Satisfaction among Those Who Had Contact..... | 44 |
| Figure 31 Incidence and Impact of Negative Experiences with Service | 45 |
| Figure 32 Attitudes toward Old Downtown..... | 49 |
| Figure 33 Use of Creekside, by ward..... | 50 |
| Figure 34 Activities at Creekside..... | 51 |
| Figure 35 Activities at Creekside, by ward | 52 |

| | |
|---|----|
| Figure 36 Awareness of and satisfaction with RITA among those who handle household taxes..... | 55 |
| Figure 37 Change in Tax Rate..... | 57 |
| Figure 38 Effect of additional information on attitude toward tax increase | 58 |
| Figure 39 Where Gahanna Residents Work | 60 |
| Figure 40 Location of workplace and Approval of Tax Change..... | 61 |
| Figure 41 Using Income Tax to Improve Facilities | 63 |
| Figure 42 Which Facilities Should Be Improved?..... | 64 |
| Figure 43 Facility improvements, 2010 and 2012 | 65 |
| Figure 44 Facility improvements, by ward..... | 66 |
| Figure 45 Extent of overlap among preferred improvement projects | 67 |
| Figure 46 How proposed projects relate to each other in citizens' minds | 68 |
| Figure 47 Amenities: Trails, public art, and sports | 69 |
| Figure 48 Information Sources..... | 71 |
| Figure 49 Use of social media | 73 |
| Figure 50 Which social media are used | 74 |
| Figure 51 2005 – 2011 Changing use of Social Networking Sites among US Adults..... | 75 |
| Figure 52 Age and the use of social media in Gahanna and the United States, 2012..... | 76 |
| Figure 53 Total aggregated use of social media, by age group | 78 |
| Figure 54 The social media sites Gahanna voters rely on for local information .. | 79 |
| Figure 55 How use of social media relates to use of cell-phones | 80 |
| Figure 56 Employment Profile, by Ward | 83 |
| Figure 57 Gahanna unemployment Rates 2000 - 2012 | 83 |
| Figure 58 Ohio Unemployment | 84 |
| Figure 59 Children Living in the Household | 85 |
| Figure 60 Education..... | 86 |
| Figure 61 Household Income | 87 |

Introduction

In August and September, 2012, the survey reported here was conducted with 412 registered voters in Gahanna, Ohio. It represents an update of a benchmark survey of 920 voters conducted as a benchmark in October, 2008, and of a second survey conducted in October, 2010 with 400 voters. The objectives of the 2010 and 2012 surveys were to measure changes in citizen satisfaction and citizen perspectives on various issues facing the community, and to examine new issues that have arisen since the 2008 survey.

Background history

In the political background of the benchmark 2008 survey, the national and certain state level and local issue elections were being contested. President Obama was elected in November 2008 along with large majorities in the congress. However, a deep recession had already begun and the transition period was consumed by politically contentious discussions of the TARP and other “bailout” legislation under President Bush, controversy which continued and deepened under President Obama. Rancorous debate accompanied all of these governmental and economic movements and other legislation, specifically the stimulus and the health care legislation. As an anti-governmental and anti-tax mood took hold, Democrats lost the US House, all state offices in Ohio, and a number of seats in the US Senate.

With the deep recession came a loss of both employment and revenue at state and local levels. With political leaders assuming the public would not stand for a tax increase, and fearful that any increase would depress the economy more than a loss of state and local services, pledges were made in many states, including Ohio, that budgets would have to be cut, and no taxes raised.

With this political stormy weather in the background, the 2010 survey of Gahanna voters was conducted after the conclusion of elections in November, 2010. The mood of growing optimism at the time of the 2008 survey, when the depth of economic problems was not yet apparent to much of the public gave way to a national dark cloud as documented in many surveys and in the elections of November, 2010. The 2010 Gahanna survey reflected that mood to some extent.

The 2012 survey was conducted after the national presidential nominating conventions of 2012, and was completed prior to the time that most of the campaign advertising had begun running for the presidential or US Senate races that in 2012 were highly and rather bitterly contested. .

Method

Sample. The 2012 sample of 412 persons gives us a 95% probability that responses are accurate within $\pm 5\%$ when the proportions giving a response break down roughly 50:50.

When the responses divide in a more unequal manner (e.g. 80:20) the sample error is lower (e.g., $\pm 4\%$ at 80:20 distribution).

At the request of the City, the sample frame consisted of a list of registered voters sampled within the four wards of the city, with an equal number sampled from each ward¹. The individual ward samples consist of approximately 100 responses within each ward. At the ward level, the sample error is $\pm 10\%$ at the 95% level of confidence when the distribution is 50:50. At the 80% level of confidence the error level is 6.3% (i.e. you can be 80% confident the percent is within the error limit).

One purpose of limiting the sample to registered voters rather than using an alternative methodology such as random-digit-dialing was to assure that respondents reside within Gahanna, and to know reliably in which ward they reside. The fact that they are registered to vote also indicates at least a minimal level of interest in and involvement with the community, an important consideration since respondents were asked their views on public priorities. Finally, this approach assures that respondents are at least eighteen years of age, the minimum age for reliable responses in most telephone interviews.

It is also clear that with a total population of roughly 34,000 persons (including those under 18) and a total registered voter list of approximately 26,000, that the voter list accounts for the vast majority of the adult population.

One limitation of the use of a voter list for a telephone survey is that, unlike a sample drawn using random digit dialing, only those with landline telephone numbers can be included unless the sample is supplemented by methods other than telephone contact. In this era of cell increasing phone use, those with landline telephones tend to be slightly older than the general population as a whole. In 2008 and 2010 potential tendency was corrected by statistical weighting for age to the extent weighting makes that possible.

By 2012, however, the use of only landlines to reach respondents was no longer methodologically sound. The percent of the population relying mostly or entirely on cellphones had skyrocketed since 2009, and was continuing to grow too rapidly to be compensated for by weighting. For this reason, unlike the 2008 and 2010 surveys, the 2012 survey used a different sampling method.

In 2008 and 2010, households were sampled from the list of telephone numbers matched to voter names. In 2012, households were sampled by address, not telephone number. This was done in two sets. First, a sample of 300 was drawn from voters at addresses for which a landline telephone number could be found through matches to proprietary lists. These would be surveyed by telephone.

An additional one-hundred voters at addresses for which we had only the name and address and no matched telephone number were sampled. (We chose to conduct one-fourth of the interviews with the households in this category because the estimate at the time was that approximately that percentage (27%) of the households in Franklin County then made calls exclusively on cellphones.)

¹ The "sample frame" is the total list from which the sample is drawn.

Those voters were mailed a request to participate by going online and entering a simple URL and completing the survey, or by calling a toll free number to be interviewed by a live interviewer. The letter was sent via USPS Priority Mail in an 8 ½ by 11” mailing envelope to make a major impression. It was addressed to a specific voter in the household, not to the household generically. It also contained \$2 in cash as an indication that the invitation was not frivolous. Multiple reminders were sent. A total of 112 voters completed the survey in that manner. Of those, only two voters responded by telephone. All others responded online.

The use of the mail technique was to compensate for the “cell-phone” only households. Of course, the fact that a computer process failed in some cases to match name and address to a landline telephone number does not guarantee that the reason is that the unmatched household uses cellphones as the primary means of telephone service, but only of the obvious – i.e., that a landline number could not be found. However, it is increasingly an excellent indicator that this is indeed a household that uses only cellphones.

A significant disadvantage of the mailing method is that it is relatively slow. Thus the survey required almost seven weeks for data collection.

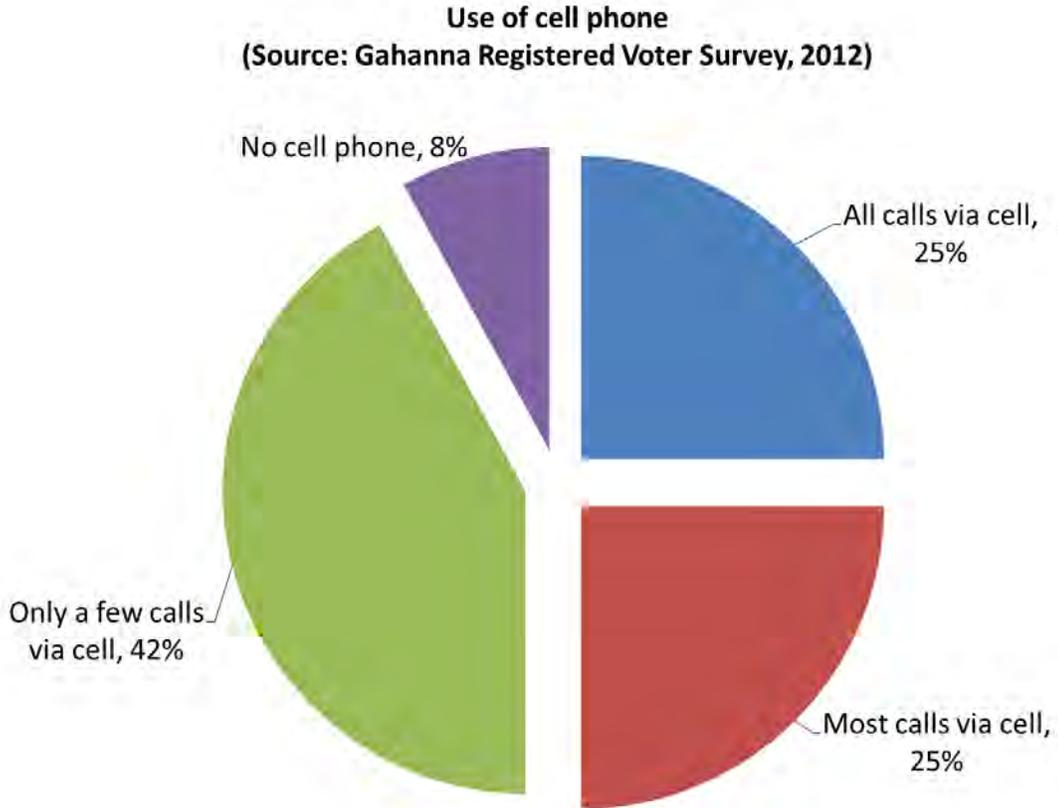
An attempt was also made to find cellphone numbers at voter households because recently it had become possible to match name and address to billing records of cell contracts. However, while this method was tested, it proved so highly unreliable, that the attempt was abandoned.

Telephone interviews were conducted on behalf of CJI Research by trained interviewers of Opinion Access of New York. The interviews were conducted using computer assisted telephone interviewing (CATI), a system in which the interviewer reads questions and enters answer on screen rather than on-paper. This provides the ability to do such things as ask certain preference questions in random order to avoid bias inherent in asking questions in a certain order. The online survey provided the same randomization features.

Online surveying was conducted on a website proprietary to CJI Research (CJIsurveys.com). For the report, data from the two surveys were merged into a single unit and weighted appropriately to allow for the differing ages, gender, and populations of the several wards.

In various tables, percentages will sum to 101% or 99% due to rounding to the nearest whole percent. This is not an important matter and should be ignored.

Figure 1 Use of cell phones among Gahanna voters

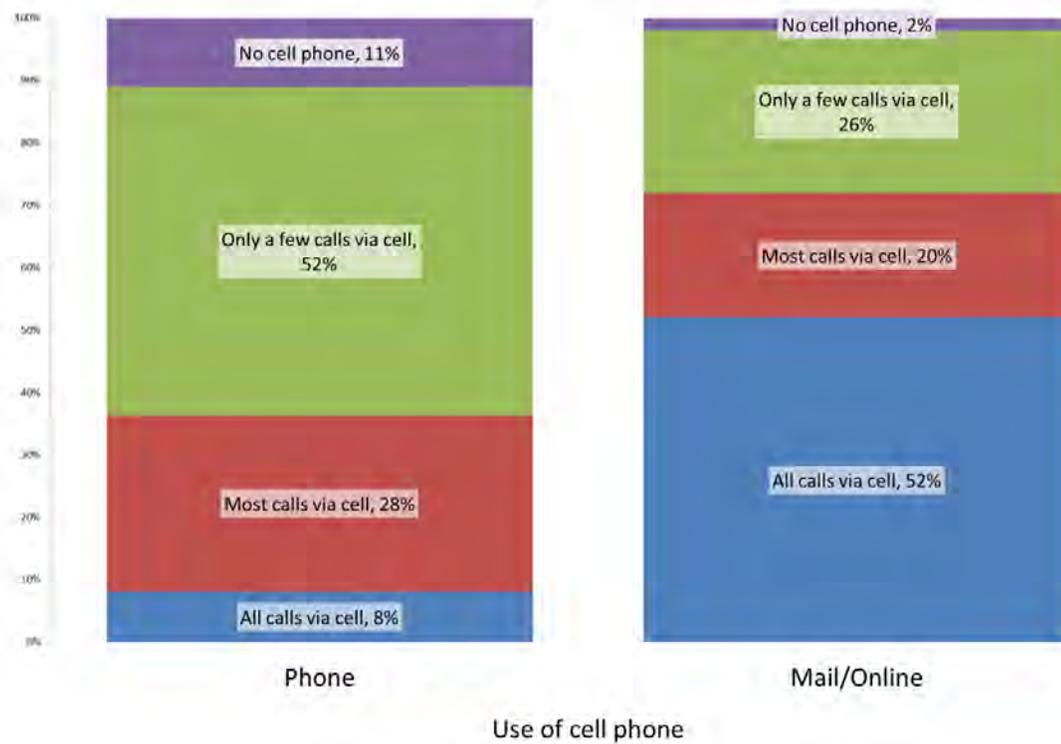


Cell phone use

All respondents, regardless of the method of contact (phone or mail) were asked to what extent they rely on a cell phone for their telephone calling. Today, 50% of Gahanna voters say they make all or most of their calls on a cell phone, while another 42% say they make only a few cell calls, and 8% say they have no cell service.

Figure 2 The sampling technique, and the use of cell phones

(Source: Gahanna Registered Voter Survey, 2012)



How the sub-samples differ in cell use

The objective of using a sample based on address rather than on telephone numbers was to obtain a more comprehensive view in the 2012 survey of the Gahanna citizenry whether or not they could be reached by telephone. In past years, when landlines were essentially universal among households containing registered voters, a representative sample could be obtained by means of a sample based on telephone numbers.

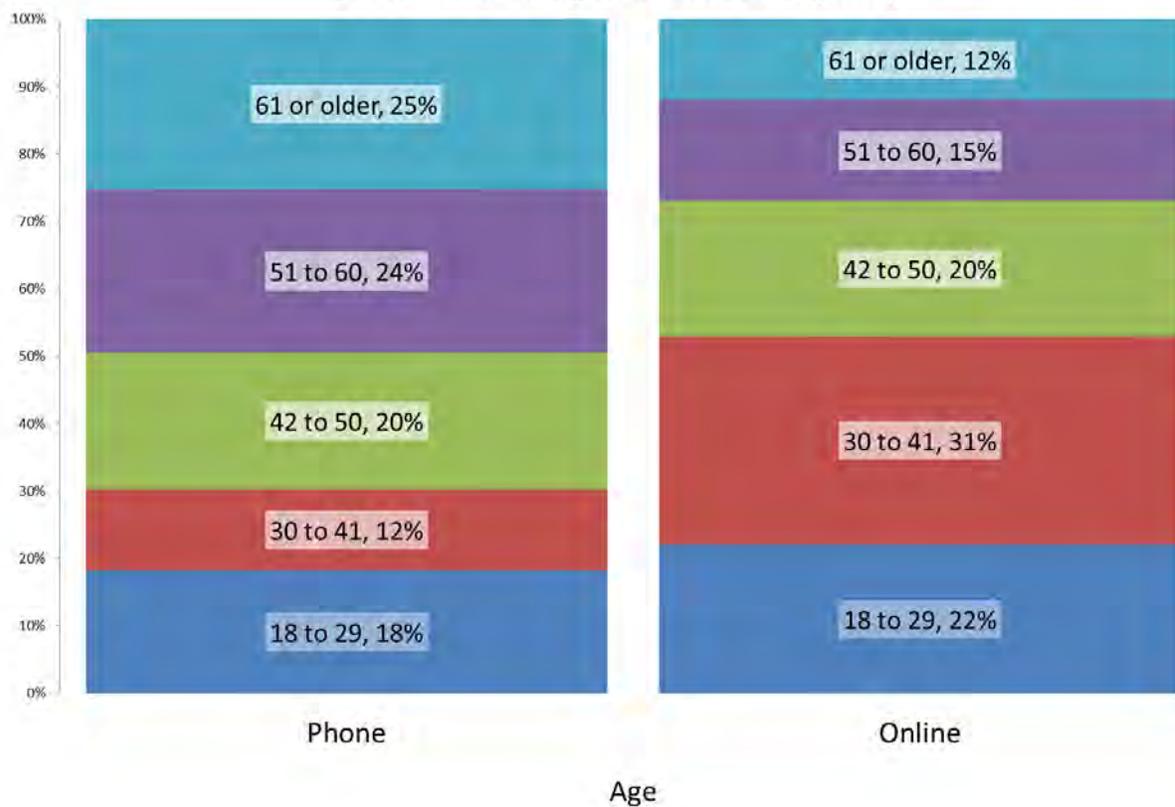
The objective of the supplemental mailing was to capture more of the population that relies heavily on cell phones and to integrate them onto the overall survey results. The mailed survey accomplished that very well. Of all respondents to the survey who were contacted by telephone, only 8% said they make all calls on their cellphones². However, more than six times as many, 52%, of those contacted by mail said they make all calls on their cell phones.

This means that the 2012 survey sample, while comparable to earlier surveys, is significantly different from them because both the 2008 and the 2010 surveys included only those respondents (roughly 8%) who had “ported” their landline number to their cell account or could be reached through others in the household.

² That anyone reached on a landline number would make all calls on a cell phone seems odd. However, some people have “ported” their former landline number to a cell phone. Others live in households with a landline, although they themselves use only cell phones, and they can be reached through other household members when asked for by name as was done in the survey.

Figure 3 How age differs between the two subsamples

(Source: Gahanna Registered Voter Survey, 2012)

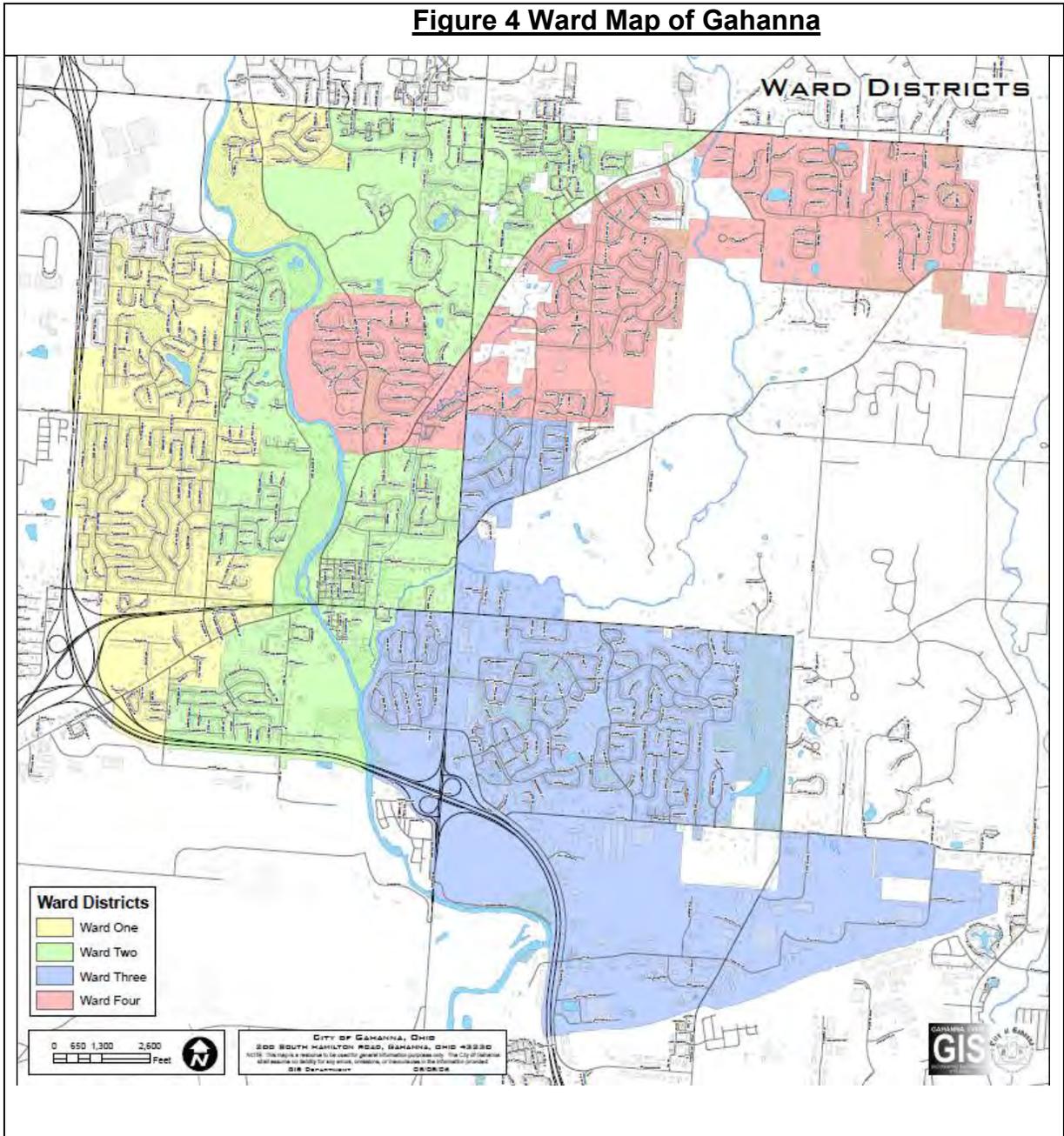


Age and cell phone use

The age profile of the respondents reached by mail and responding online or by toll free number is substantially different from that of those reached by telephone. The primary difference is that the sample responding online or by toll-free call-in is more likely to be in the age group from 30 to 41 (31%) compared to those interviewed by telephone (12%). Conversely, the relationship is reversed for those 51 or older.

The bottom line is that the addition of the mailed supplement to the voter sample resulted in a sample that, overall, is somewhat younger than the samples of previous years, very different in its communications patterns (more on this in a later section), and represents a more accurate picture of the 2012 Gahanna citizenry than a repetition of the 2010 methodology would have. Insofar as the lifestyles and attitudes of the population that depends heavily on mobile communication differ from those of others, the results will reflect that difference.

Figure 4 Ward Map of Gahanna



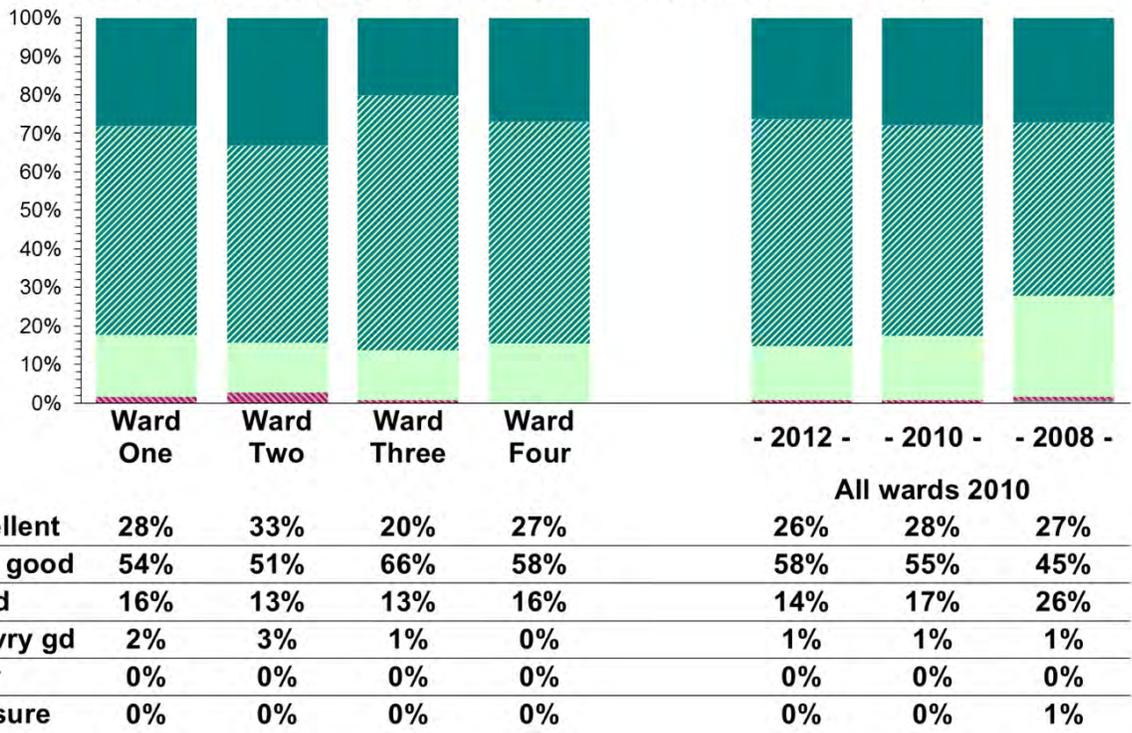
Wards

The inset map above shows the basic geography of the four wards of Gahanna.

Part 1: General Satisfaction with Life in Gahanna

Figure 5 Rating the Overall Quality of Life in Gahanna

Q3. 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 & 2010. N=400 & 2012 N=412)



A note on the layout of the charts

In most charts in this report, the total 2012, 2010, and 2008 results appear at the right side of the chart for ease of comparison of the total samples for those years. At the left of the chart the 2012 results are broken down by Ward. Keeping in mind the levels of sample error discussed in the introduction, when comparing the 2012 and 2010 results to each other or to 2008, we would consider a difference of 5% or greater to have a 95% probability of reflecting the true public attitude. Regarding differences among the wards, however, the sample size of 100 would require a difference of 10% or greater to be considered statistically significant in that sense.

Quality of life

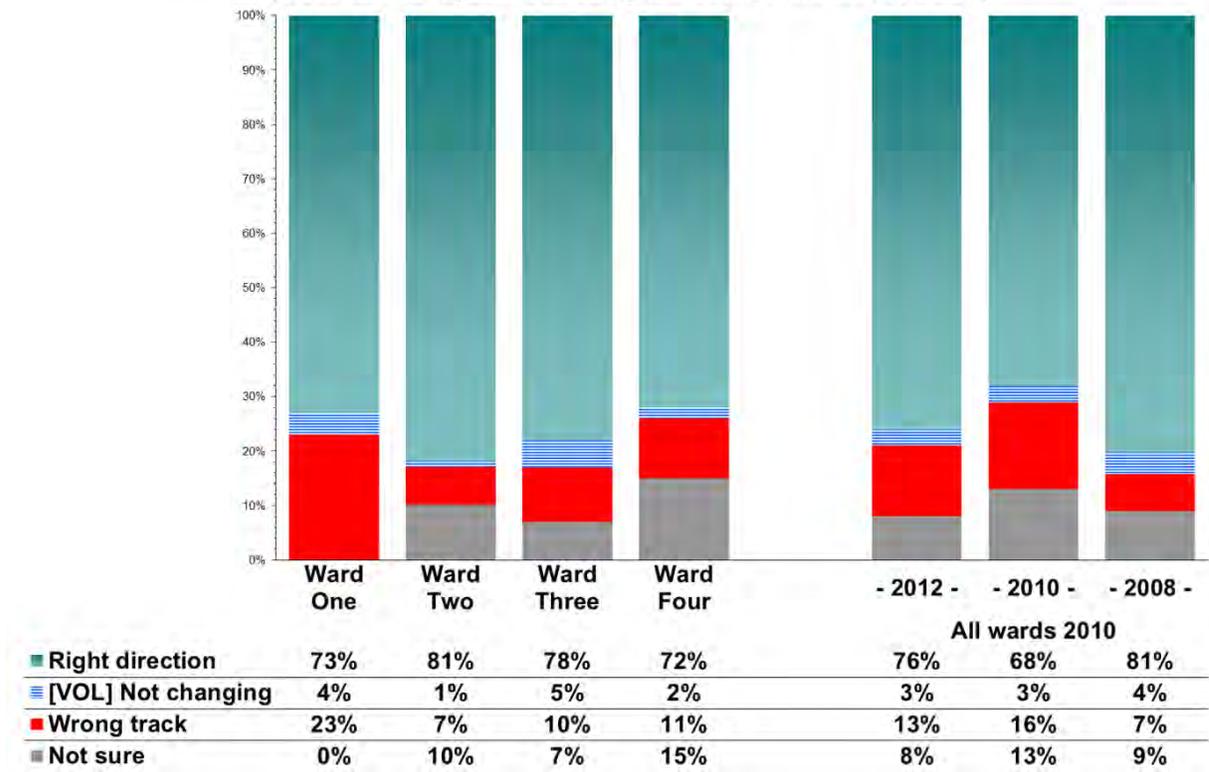
Gahanna residents continue to like the quality of life in their community. Of all respondents in 2012, 26% rated it “excellent” and 58% rated it “very good.” This is very similar to the 2010 result when, 28% rated it “excellent,” while another 55% rated it “very good.” This result continues the somewhat positive change from 2008, when 45% had rated the quality of life as “very good” and 26% as only “good.”

There is little statistically significant difference (i.e., greater than 10%) among the four wards in this respect. The only exception is that residents of Ward Two are 13% more likely than those in Ward Three to rate quality of life as excellent.

Figure 6 Gahanna Headed in the Right Direction or Off on Wrong Track?

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 & 2010 N=400 & 2012 n=412)



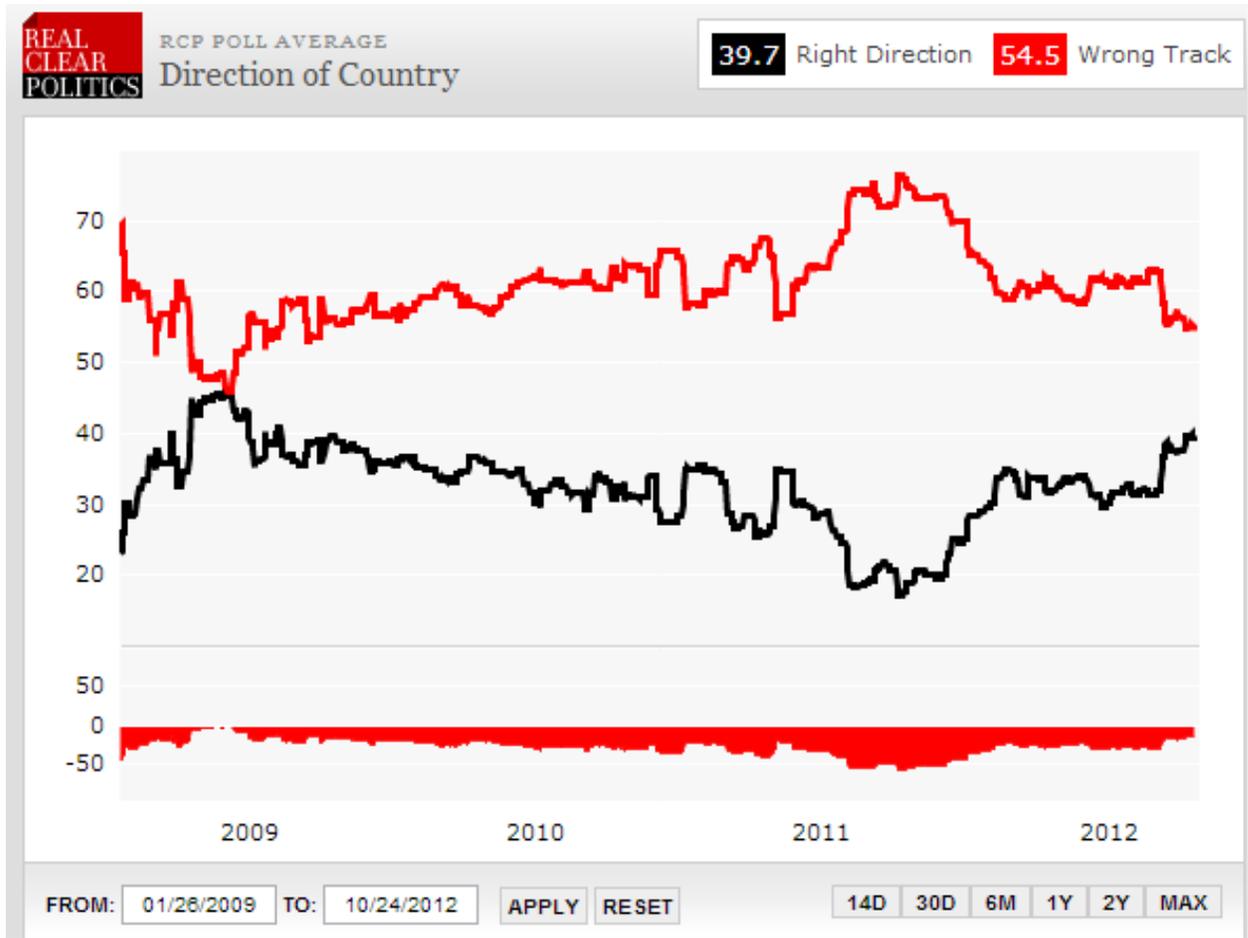
Right direction or wrong track?

Residents tend to believe that Gahanna is “headed in the right direction,” (76%) rather than being “off on the wrong track” (13%). Moreover, this is a considerably more positive attitude than was observed in 2010.

There is only one notable difference among the wards in terms of this new mood. Compared with the other three wards, Ward One had a very high level (23%) of respondents saying that Gahanna was off on the “wrong track.”

Recall that in 2008, in spite of contentiousness surrounding the Obama/McCain election, there was a certain sense that the country was at a turning point and large portions of the public were very optimistic. Yet, by 2010, the devastating effects of the Great Recession had taken hold and heated partisanship was rife. But by 2012, slow progress was being made in terms of employment and recovery. On the following page the chart indicates national trends in these attitudes during the same period. While change in Gahanna’s attitudes was in the same positive direction as the national trend, it also was more positive, with the “right direction” response standing at 76% locally but at only 39% nationally.

Figure 7 Right direction, wrong track, national data

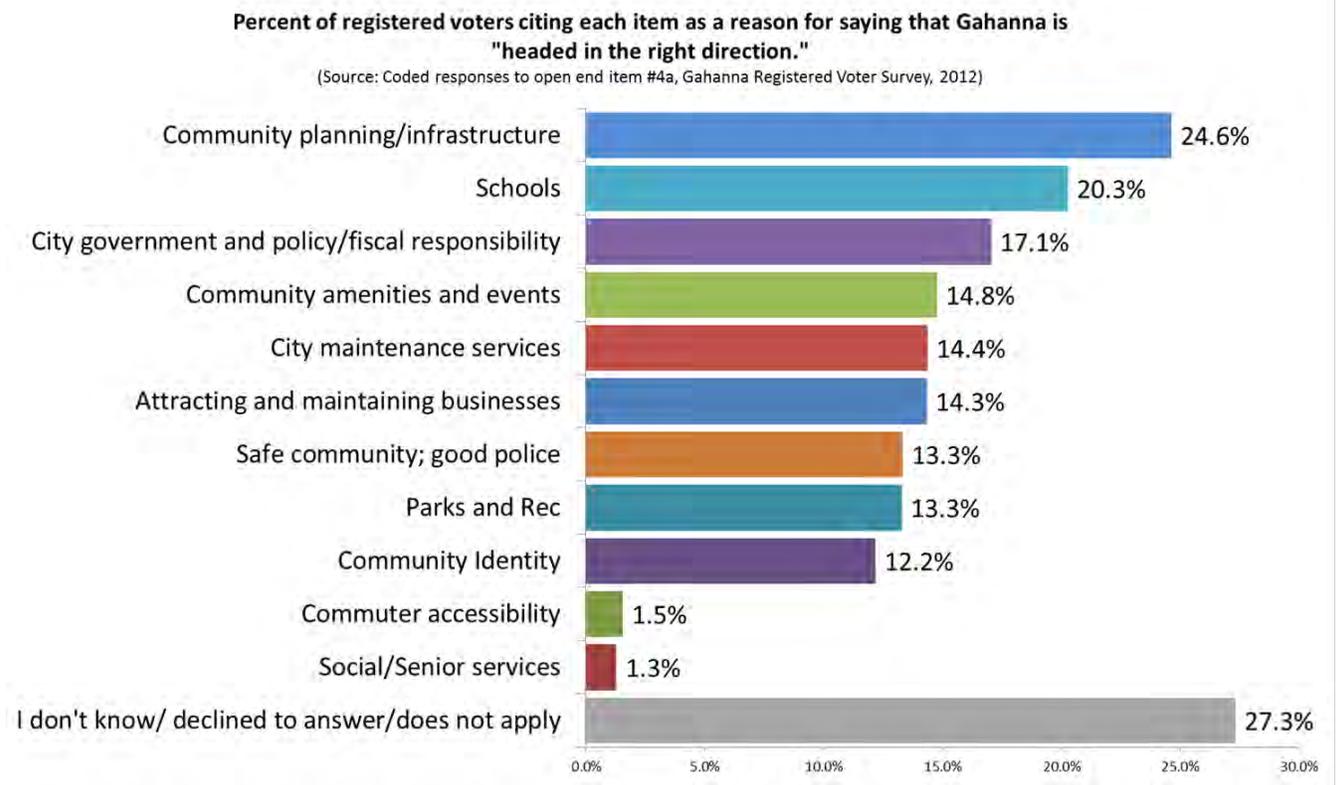


Right direction/wrong track nationally

Nationally, at the time of each of the Gahanna surveys, those who felt the country was headed on the wrong track outnumbered those who felt it was headed in the right direction. However, in both 2008 and 2012, unlike 2010, the optimistic “right direction” trend was rising. In 2010, the pessimists not only outnumbered the optimists, but their numbers were increasing, peaking late in 2011, and then receding as optimism increased.

These trends are reflected in the Gahanna data which shows similar fluctuations in the “wrong track” response. However, Gahannians were consistently much more optimistic about their community than the national public was about the nation. Even at the lowest point, more than two-thirds of Gahanna’s voters felt that locally things were headed in the right direction. Unlike nationally, local Gahanna voters never placed the “wrong track” higher than the “right direction.”

Figure 8 Coded positive comments on how Gahanna is headed in the right direction



Coded comments on why many respondents feel Gahanna is headed in the right direction

After respondents indicated their belief that Gahanna was headed in the right direction or off on the wrong track, they were asked for comments on those opinions. In this section we display comments on “right direction” first, and “wrong track” after that.

Percentages in the chart reflect the percent of all voters, not the percent of those answering positively. Respondents could offer more than one response, and thus can appear in more than one bar in the chart above.

The most frequent theme, mentioned by 24.6% of the registered voters, involves the sense that the community is well planned and has a solid infrastructure. The list of examples of responses on the following page provides illustrations of these kinds of themes.

Schools received many mentions as well, with 20.3% of voters mentioning them. City government was not far behind with 17.1%. A series of comments from a narrow band of voters (13.3% to 14.4%) expanded on these favorable comments on city government, including city maintenance services, including business attraction and retention, emergency services and parks and recreation.

Figure 9 Examples of comments regarding the “right direction”

Examples of “right direction”

Local development, recovery of housing values, high quality schools

There's building going on and the schools are good.

I see a lot of improvements on Hamilton and Creekside. Just building codes they keep things really nice -- no shaggy looking businesses going in. Its a beautiful little city.

The services are on par with similar suburban areas and entertainment and such are comparable.

I think the school system is good and its improving. They are always coming up with new ways to make it better.

Growth, schools, and the Mayor's plans are all good.

I live in a good place. I like the community, everybody is so nice. There's a support of schools within the school there are strong art programs there's investment in the community like terms of infrastructure.

Good community events in the Creekside development.

Good schools.

I think they're doing their best to improve the city.

New business, much more to do. Downtown is still a BIG problem, that needs to be fixed.

Safe. Attempts to make Gahanna a destination i.e. Creekside, policies to help maintain green space in our community, protecting our natural resources, maintaining infrastructure and putting emphasis on Gahanna's history in festivals and historical institutions.

They get involved.

We doing well in terms in the new high school and development.

I just think the infrastructure with roads that they are doing are moving in the right direction.

Business growth. School systems are good. Fire department is good. Home value is steady. Safe community.

Well kept.

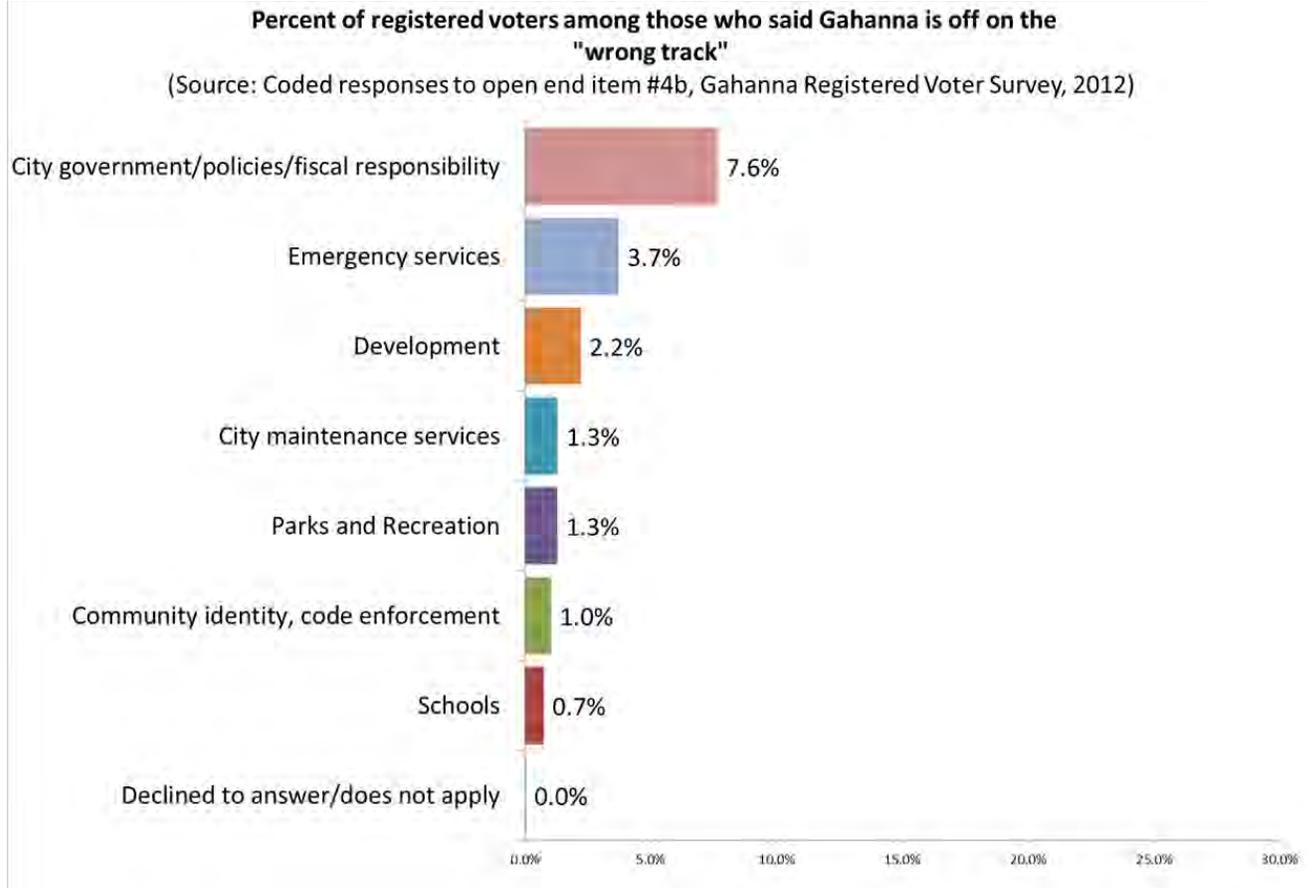
Verbatim comments on why many respondents feel Gahanna is headed in the right direction

The list of responses above displays a randomly selected set of responses given when residents were asked to tell us what they meant by saying Gahanna is headed in the right direction³.

The most frequent responses convey appreciation of growth, the schools, and improvements being made in the city. In general the comments reflect a sense that the city is in good hands, that the infrastructure is being maintained, and the schools are good. There is a sense of change in a positive direction with words being used such as “development,” “building,” “improving,” “investment,” and other positives that carry a sense of movement in a positive direction.

³ The full list of all open-end responses is provided as Appendix B.

Figure 10 Coded negative comments on how Gahanna is off on the wrong track



Coded comments about being off on the wrong track

Among the 13% of all registered voters who said that Gahanna is “off on the wrong track, more than half, 7.6% cited what they perceive as problems with city government. Some people elaborated on their opinions of the city by citing what they believe are deficiencies in emergency services, development efforts, city maintenance, and parks and recreation.

Examples of their opinions appear on the following page.

Figure 11 Random Sample of Negative Comments on Gahanna on the Wrong Track

Examples of “Wrong Track.”

Taxes are getting too high. There have been some recent break-ins.

Too much money has been wasted on development.

City decisions.

Creekside is a failure.

Property tax increases are too much.

Gahanna has lost its small town atmosphere. Creekside was a costly mistake.

Gahanna seems to think that expansion is good. However, the road/street system is not capable of supporting the increased amount of traffic; the city can't keep the roads paved; I spend more "hours" waiting for the lights to change; the mandated project to replace wells and sanitation sewers was grossly mishandled costing me (and other taxpayers) thousands of unnecessary \$\$\$; the downtown "do-over" went bust and the City offers condominium buyers 15 years at \$0 taxes because the City can't sell them and the rest of the City taxpayers pick up the slack. Citizens can complain to City Counsel - who will listen politely - but never bother to respond. Zoning laws need to be enforced and shouldn't be changed because one person from a group of twenty is unhappy.

Government spending for unnecessary ventures

I believe the Creekside development was a mistake and tax payers will pay the price. I have also noted many of my neighbors are moving away leaving many rental homes in the community. Rental home in moderation are ok, but look at the struggles of Whitehall when rentals become common

I don't like seeing the city investing city money into real estate. It's a little expensive tax wise.

I feel that we don't support local businesses. I think that people who are city government certain departments in particular like parks and recreation don't use local businesses to provide goods and services. I also think that officials should be residents of the community.

City government.

I see the houses in the neighborhood degrading due to lack of maintenance and care by the owners, extended families living in the same house which causes the street to look like a used car lot, all of which bring down property values, and in turn cause negative home equity, lower tax collections, and allows people to not care about maintaining a home and a quality neighborhood.

I think Gahanna keeps building shopping centers that then become empty. Hamilton Rd should not be widened.

I think that the tax is out of hand and the don't want to live in 30 years and have my house paid off but having pay a nine hundred property tax.

I think the mayor or council members need to listen to us. There are neighborhood that need new sidewalks.

I worry about the high school being so large and if we need to build another one.

Street repairs could be better and taxes are too high.

high taxes.

Money is being spent on the wrong things, and the west side of Gahanna is completely ignored.

The police department only protects who they want to.

Property taxes are out of hand.

Roads (such as Stygler) are in need of repair, and it seems like Gahanna police care less and less about crime and more about speeding.

The city has gotten into the real estate businesses and that it went badly.

Creekside is costing too much.

The Creekside development has cost too much.

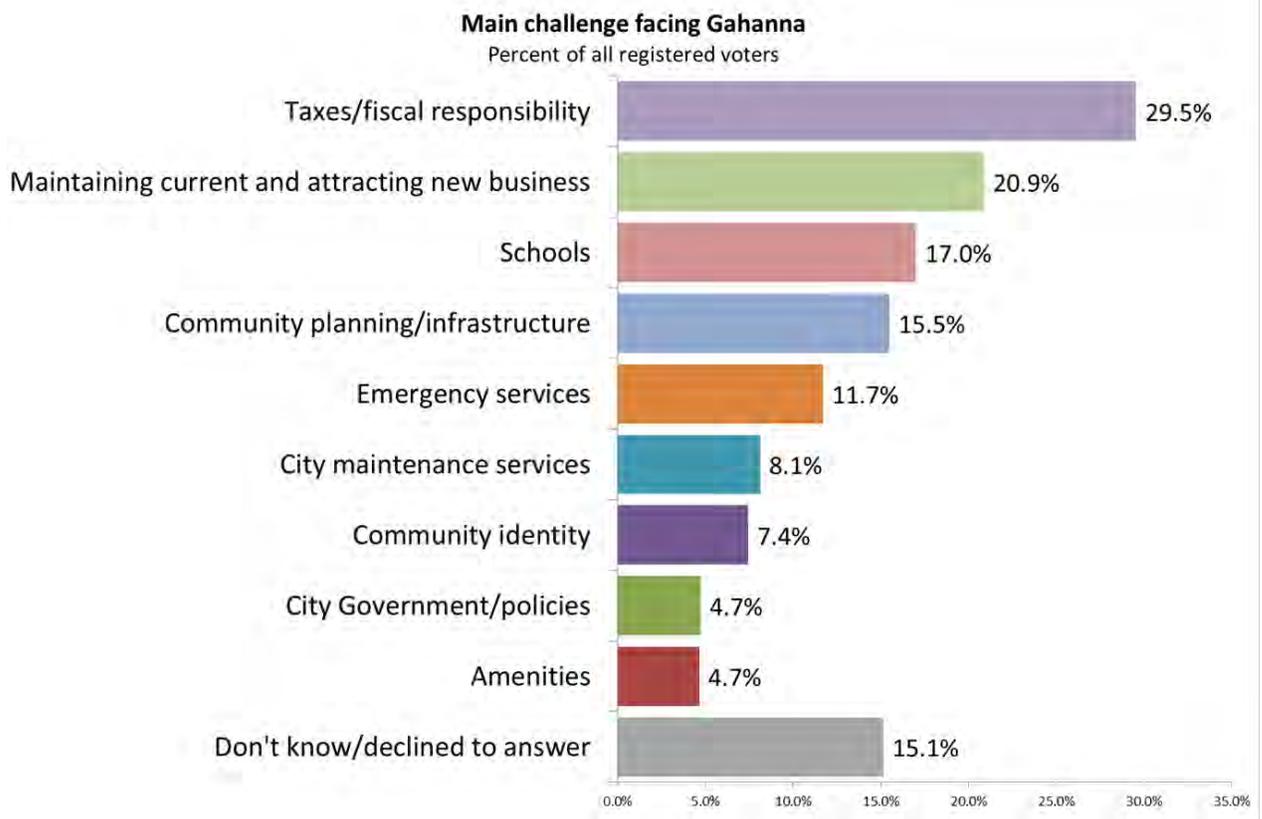
The issue is Creekside and the fact that the taxpayers are on the hook for it's mishandled management.

The money that Gahanna put into developing Creekside should have been handled differently. Creekside is too massive and the majority of the condos are empty. And the Stonehenge Company was the wrong developer for Creekside, i.e. they're in Bankruptcy.

Comments on why many respondents feel Gahanna is “off on the wrong track.”

Those who feel that Gahanna is off on the wrong track reflect strong concern about taxes, and public spending on development they consider inappropriate.

Figure 12 Words Used in Describing Main Challenge Facing Gahanna



Main challenge facing Gahanna

All respondents were asked the following question: “What would you say is the most important challenge facing the City of Gahanna?” Their answers are provided in full in the appendices. The chart above simply indicates the percentage of all respondents who used terms that conveyed the sense shown. It is important to note that the inclusion of a word carries neither a positive nor a negative connotation. For example, while some people mentioned schools in a positive light, others did so in a negative light.

Also, note that the categories are not mutually exclusive. That is, for example, a respondent may have mentioned both schools and taxes, either complaining about high taxes or lamenting that the recent levy did not pass. In other cases, mentions of taxes or budget, related only to the city government and not to the schools.

The object of the chart is simply to provide a quick glimpse of some of the most commonly cited concerns without providing any indication of the context or slant of the response, both of which are apparent in the full list in the appendix and in the partial lists shown below.

It is clear that three main topics are on the minds of Gahanna residents: Taxes and city fiscal policies, support of local business development, and the schools. In the list that follows, randomly selected comments are reproduced to provide a flavor of what people were saying about these topics.

Figure 13 Examples of comments on most important challenge facing Gahanna

Examples of “Most Important Challenge...”

| | |
|--|--|
| <p>Taxes Quality services Creekside development I would say Creekside They need to attract and keep business there also the cellphone reception the reception with verizon is horrible Funding schools without raising taxes, traffic, and fully occupying Creekside for the tax revenue benefits Balancing the budget, there is not enough revenue to take care of everything like road repairs Making sure we can provide the right kind of education for all residents The economy Crime that comes in from Columbus Attracting business and employers to Gahanna Personally, I would say controlling spending Balancing a budget that would accommodate both the school system as well as other city services Crime Property Taxes, schools, Dealing with traffic and the infrastructure during growth Size of the schools School funding Widening of Hamilton Rd Education system Maintaining services without raising taxes Quality of the school system and the crime rate Keeping Creekside occupied Short term, Creekside Long term, a second high school Abide by the law you can get along just right The competition with Easton for foot traffic causing the new buildings at Creekside to go unused Attracting and maintaining employers The only problem that I see is being closely watched by the police Creekside The city budget, we need our own fire department, we need a rec center, we need to improve the traffic flow on Hamilton</p> | <p>Supporting business expansion Doing something with the Creekside area Sharing a border with liberal Columbus Keeping the community current without raising taxes Improving the quality of life Providing more opportunities and jobs Reputation of our schools Controlling growth Funding education Taxes on residents and inequality Managing growth of schools and businesses without restricting traffic flow The lack of good business, the poor choice of business ventures Managing budget and finances Managing growth Keeping up with its adjacent cities Taxes going higher will force me to relocate Creekside area has a lot of empty stores and they need to fill those Creekside development are a Repairs Well I think the taxes in gahanna are the worst in franklin county Maintaining the current level of service Out-of-control commercial building Don't think they listen to the people; they built a school and trying to compete with a small town thats not far from us and the property taxes are high Traffic and equal rights Attracting new businesses and new jobs The cost of education Creekside Taxes Improving recreation facilities; bike trails</p> |
|--|--|

Examples of comments on most important challenge facing Gahanna

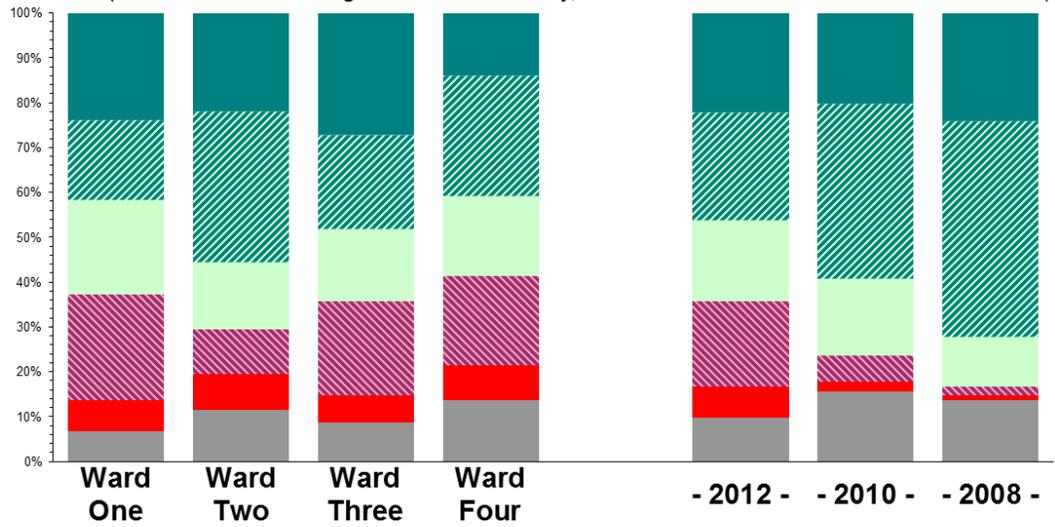
The broad range of what people feel are the major challenges is shown in the lists above. But while the specific concerns are diverse, they tend to reflect a general concern that the city continue to develop and continue on a sound cultural and fiscal footing. Thus they are less concerned with adding amenities than with maintaining and developing what they have end already enjoy on a sound fiscal basis. Thus some cite the need to maintain and improve the schools, while others speak of retaining and attracting businesses. But overarching all of these is the concern that the fiscal house be in order. Comments in this respect tend to focus on resistance to tax increases and a desire for fiscal restraint.

One comment in particular sums up the attitude while presenting the essential dilemma for policy makers. This respondent said: “Keeping the community current without raising taxes.”

Part 2: Rating the Job Performance of City Officials

Figure 14 Rating the Job Performance of the Mayor of Gahanna

Q10. Overall job performance of the Mayor of Gahanna?
 (Source: Gahanna Registered Voter Survey, 2008 N=920 & 2010 N=400 & 2012 N=412)



| | Ward One | Ward Two | Ward Three | Ward Four | All wards | | |
|--------------|----------|----------|------------|-----------|-----------|-----|-----|
| Very good | 24% | 22% | 27% | 14% | 22% | 20% | 24% |
| Good | 18% | 34% | 21% | 27% | 24% | 39% | 48% |
| Just average | 21% | 15% | 16% | 18% | 18% | 17% | 11% |
| Poor | 24% | 10% | 21% | 20% | 19% | 6% | 2% |
| Very poor | 7% | 8% | 6% | 8% | 7% | 2% | 1% |
| Not sure | 7% | 12% | 9% | 14% | 10% | 16% | 14% |

Rating the elected leadership

Respondents were asked to rate the job performance of the Mayor and the City Council.

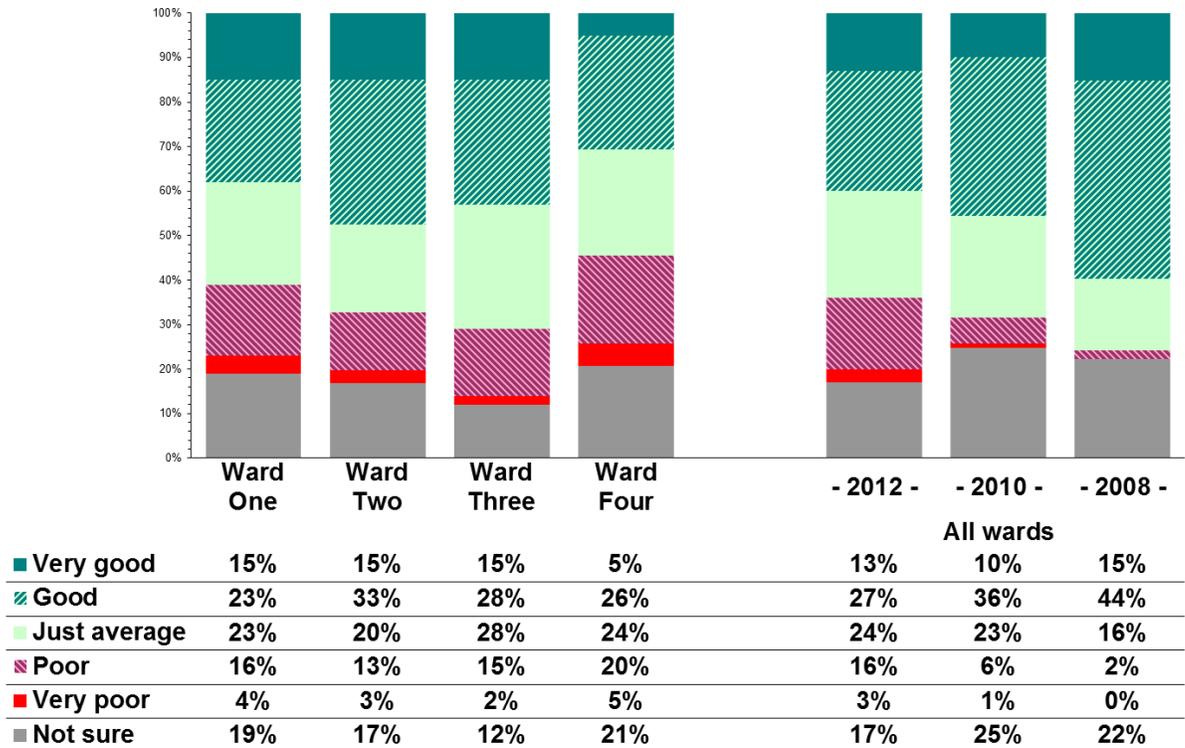
The Mayor

The Mayor continues to receive positive job ratings, with 22% rating her performance as excellent, and another 24% as good, for a total of 46%. However, this is lower than in either 2008 (72%) or 2010 (59%). To the casual observer, it might seem apparent that the change would be related to the recent mayoral election which was decided by only a narrow margin. However, while that probably made a difference, there is more to it than that. The Council ratings also declined, for one thing as we will show in Figure 15 on the next page.

The changes are related to the changed sampling technique which, in-turn, is related to the inclusion in the 2012 survey of a set of registered voters who rely on non-traditional forms of communication. They are also related to attitudes toward all levels of government.

Figure 15 Rating the Job Performance of Gahanna City Council

Q10b. Overall job performance of the Gahanna City Council?
 (Source: Gahanna Registered Voter Survey, 2008 N=920 & 2010 N=400 & 2012 N=412)

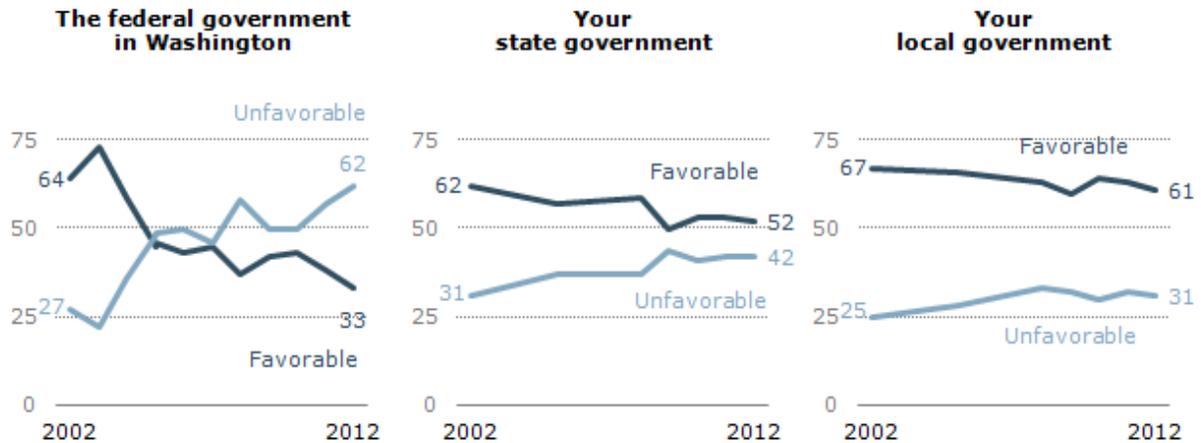


City Council

Ratings of the City Council's job performance also remain generally positive, although they have followed the same pattern as ratings of the Mayor's performance in declining since 2008. While a total of 59% had rated council's job performance as good or very good in 2008, that percentage had declined to 46% by 2010, and to 40% in 2012. Council ratings are also slightly lower than ratings for the Mayor. It is common for legislative bodies to score lower than executive offices on job performance ratings.

Figure 16 Favorable and unfavorable views of government., 2002 - 2012

Views of Government: 2002-2012



PEW RESEARCH CENTER Apr. 4-15, 2012.

(Source: Growing Gap in Favorable Views of Federal, State Governments, Pew Research Center for the People and the Press, April, 2012. Available at: <http://www.people-press.org/files/legacy-pdf/4-26-12%20Govt%20Favorability.pdf>)

Local performance ratings in the context of national surveys

Local opinion has a life apart from national opinion, but it often tends to change in similar tidal movements. That is the case here.

Ongoing surveys conducted by the Pew Research Center, show that the federal government has increasingly been viewed unfavorably by the public. The favorable ratings began a long decline in 2003 reaching their lowest point in 2012. For the federal government the unfavorable rating was much lower than the favorable rating (33% favorable to 62% unfavorable). State government favorable ratings remained in positive territory, with 52% favorable, and 42% unfavorable, but they declined from 62% favorable in 2002 to 52% in 2012. Similarly ratings of local government remained favorable, at 61% in 2012, but they had declined from 67% in 2002.

The ratings in the Gahanna survey are of different type than the national survey data, in that they use a scale score from 1 to 5 which has a middle rating of 3, thus not forcing a choice between favorable and unfavorable. However, if we assume that those who rate the performance of Mayor or Council as “just average” would fall on the positive side, then the total in 2012 would be right in line with national ratings, at 64% for both Mayor and Council.

Figure 17 New, more thorough sample process also reduced scores

Comparing ratings between sample types

| | | Total 2012 sample, including landline/phone interviews and mail/online | Traditional landline portion of the 2012 sample only (similar to 2010 and 2008) |
|---|--------------|---|--|
| 10_a. The overall job performance of the Mayor of Gahanna? | Very good | 22% | 35% |
| | Good | 24% | 36% |
| | Just average | 18% | 16% |
| | Poor | 19% | 3% |
| | Very poor | 7% | 1% |
| | Not sure | 10% | 8% |
| 10_b. The overall job performance of Gahanna City Council? | Very good | 13% | 19% |
| | Good | 27% | 42% |
| | Just average | 24% | 21% |
| | Poor | 16% | 3% |
| | Very poor | 3% | 0% |
| | Not sure | 17% | 16% |

Mayoral and Council ratings and the change of sampling technique

It appears that the decline in positive ratings from 2008 – 2012 has to do with both the recent local elections, but also with national trends. But there is also a third factor as well: the changed sampling method used in 2012. This is demonstrated in the table above.

In the 2012 survey the additional mailed sample was included to reach households of those who use only cell phones. This meant that many people who had not been contacted in 2010 were able to be contacted in 2012. In effect, a new subpopulation was introduced into the data. As was pointed out in Figure 3, for example, the population responding online to the mailed survey was much more likely to be in the age group between 18 and 39 and much less likely than the balance of the sample to be in the age group older than 50.

The change of sampling techniques strongly affected the ratings of civic leadership. Among those who were contacted by outgoing telephone call, as all respondents were in 2008 and 2010, a total of 71% gave the Mayor a score of very good or good, and 61% gave the Council score of very good or good. However, when we include the sample resulting from the mail and online response, the picture changes dramatically. Now only 46% rate the Mayor’s performance as very good or good and 40% rate the Council in the same way. The difference is the inclusion of a younger body of registered voters who rely on newer forms of communication, including social networks as well as cell and smart-phones.

Figure 18 How the use of cell phones relates to ratings of officeholders

The use of cell phones and ratings of civic leadership

| | | All calls via cell | Most calls via cell | Only a few calls via cell | No cell phone |
|---|--------------|-----------------------|------------------------|---------------------------------|------------------|
| 10_a. The overall job performance of the Mayor of Gahanna? | Very good | 14% | 25% | 26% | 19% |
| | Good | 6% | 28% | 29% | 45% |
| | Just average | 15% | 16% | 20% | 16% |
| | Poor | 41% | 15% | 10% | 16% |
| | Very poor | 11% | 5% | 6% | 0% |
| | Not sure | 13% | 12% | 8% | 4% |
| 10_b. The overall job performance of Gahanna City Council? | Very good | 15% | 10% | 14% | 8% |
| | Good | 7% | 40% | 29% | 40% |
| | Just average | 28% | 23% | 22% | 26% |
| | Poor | 29% | 12% | 12% | 8% |
| | Very poor | 4% | 2% | 4% | 0% |
| | Not sure | 17% | 13% | 19% | 18% |

How the use of cell phones relates to ratings of officeholders

Keeping in mind that those who were contacted by mail and responded online to the survey tend to be heavy cell phone users, we examined the relationship between level of cell phone use and the job performance ratings of civic leadership. There is a clear relationship between level of cell phone use and negative attitudes toward the job performance of city leadership.

For example, while of all those making only a few calls via cell phone, 55% rated the mayor's job performance as very good or good, only 20% of those who make all calls via cell phone gave a similar rating. A similar relationship holds between cell phone use and ratings of the job performance of City Council.

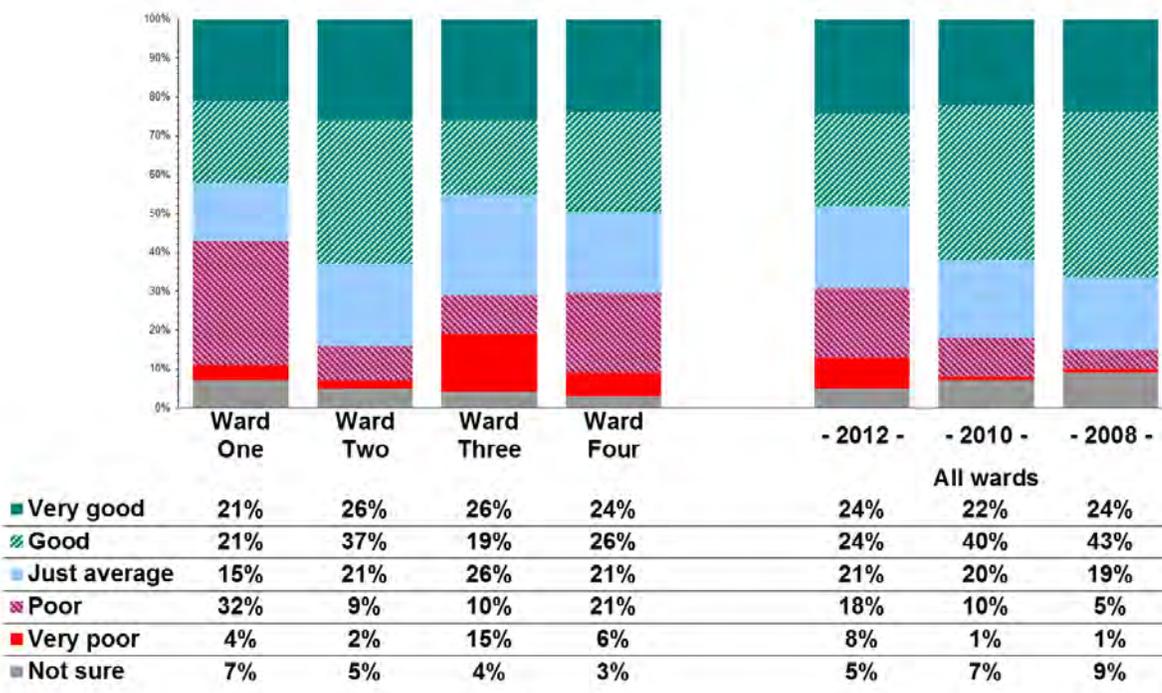
There are probably complex reasons related to various factors including age that account for these differences, but the bottom line is that for a realistic view of the total citizen public, it is essential to include the population that cannot be reached by traditional methods. And it is also important to understand that that population may be surprisingly different from the rest of the public.

One important clue as to why these kinds of differences occur is shown in the next chart

Figure 19 How Well the City Has Kept Citizens Informed

Q10e. How well the city has kept people informed about major issues that might affect city services or local taxes...

(Source: Gahanna Registered Voter Survey, 2008 N=920 & 2010 N=400 & 2012 N=412)



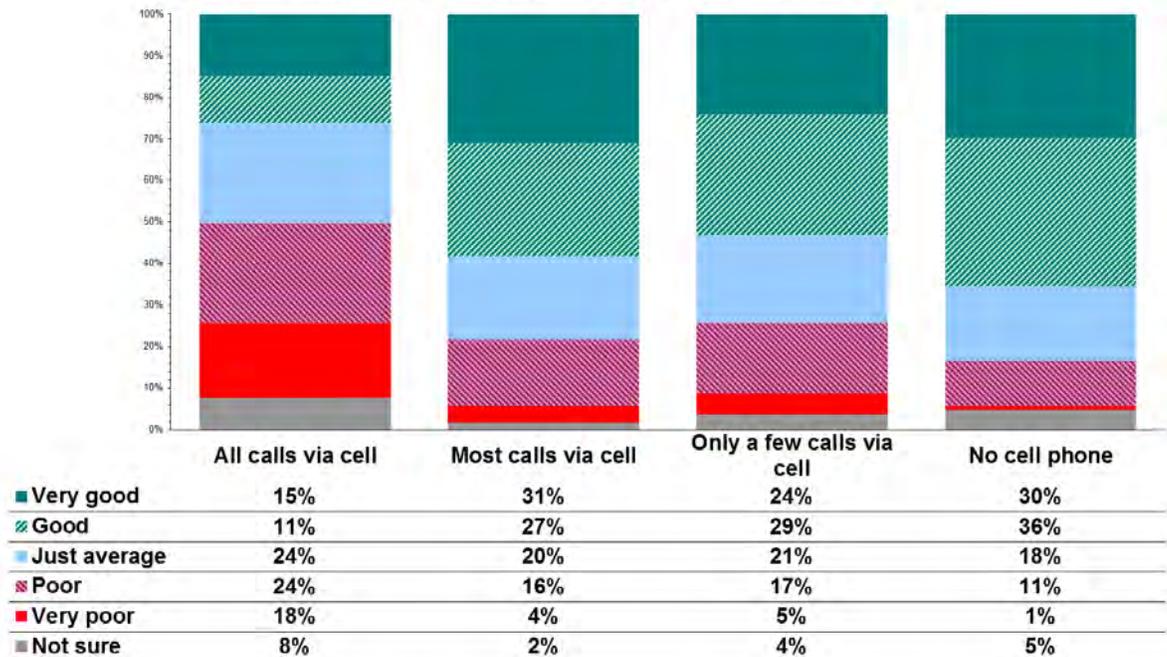
Keeping citizens informed

Although the rating was slightly less positive in 2010 than it had been in 2008, in both years, more than 60% of respondents rated communications from the City of Gahanna about major issues that might affect city services or local taxes as very good or good. But in 2012, the ratings slipped to 48%.

We suspect again that this has to do with the inclusion of a substantial number of cell phone users in the sample. We explore this further in Figure 20 on the following page.

Figure 20 How the use of the cell phone relates to perception of the quality of information services of the city

Q10e. How well the city has kept people informed about major issues that might affect city services or local taxes...
 (Source: Gahanna Registered Voter Survey, 2008 N=920 & 2010 N=400 & 2012 N=412)



How the use of the cell phone relates to perception of the quality of information services of the city

Recalling that 25% of the sample makes all of its calls by cell phone, it is striking to notice that a total of 42% of that group rates the information on major issues provided by the city as poor or very poor. All other groups are much less likely to rate this aspect of city service so low. What does this imply?

The survey profession is only beginning to understand the cultural and governmental implications of the cell phone communications revolution. However, it appears reasonable to assume that those who rely exclusively on the cell phone, also rely heavily on mobile computing and other non-print forms of media. Given that such media are so fragmented, they are extremely difficult to manage in a way that will provide satisfactory communication to the general public on local issues.

In contrast, those who maintain land lines, tend to be more traditional communicators, and are more likely to read print sources and rely on television.

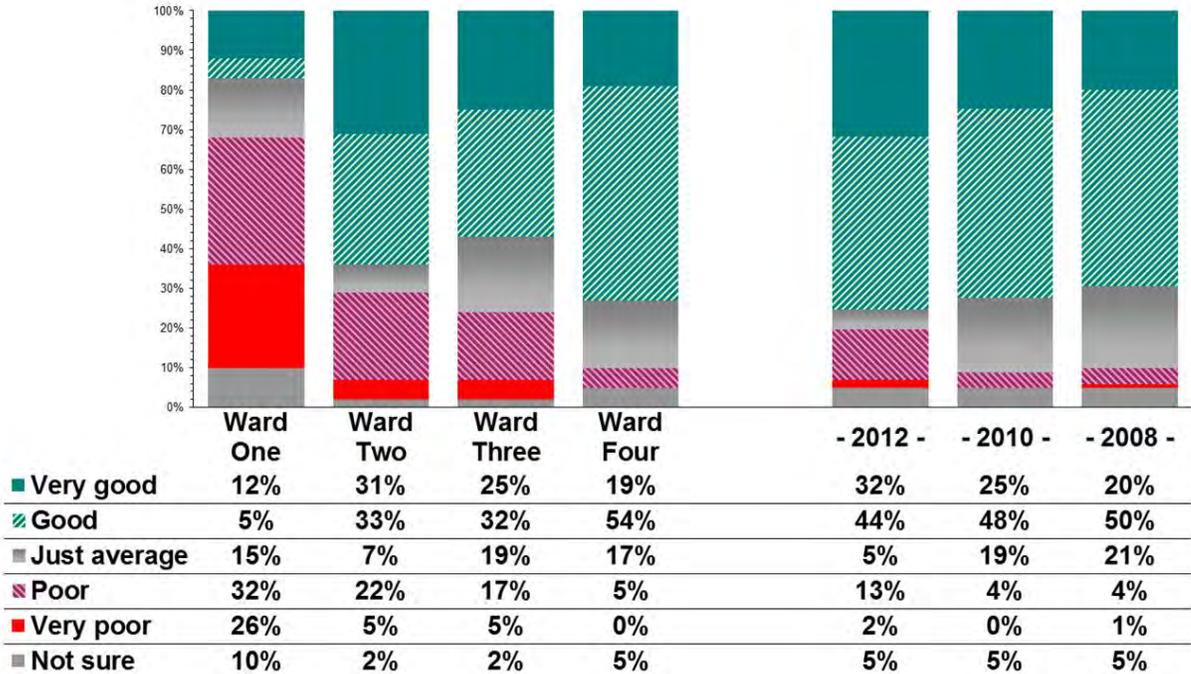
Because the use of cell phones is growing so rapidly, and the use of print media declining, this suggests that it will be increasingly difficult to maintain high levels of citizen information in the coming decade unless new techniques are developed.

Part 3: Citizen Satisfaction with City Services

Figure 21 Rating Value of City Services Overall Relative to the Tax Paid

Q10c. 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 & 2010 N=400 & 2012 N=412)



Value of services for the taxes paid

Given the findings in the previous section of this report, one might expect that perceptions of the value of city services for the tax paid would have declined. But that is not the case. In fact the reverse is true, with one important exception. In 2008 the sum of those rating the value of city services for the tax paid as very good or good stood at 70%. In 2010 it stood at 73%. In 2012 it now stands at 76%.

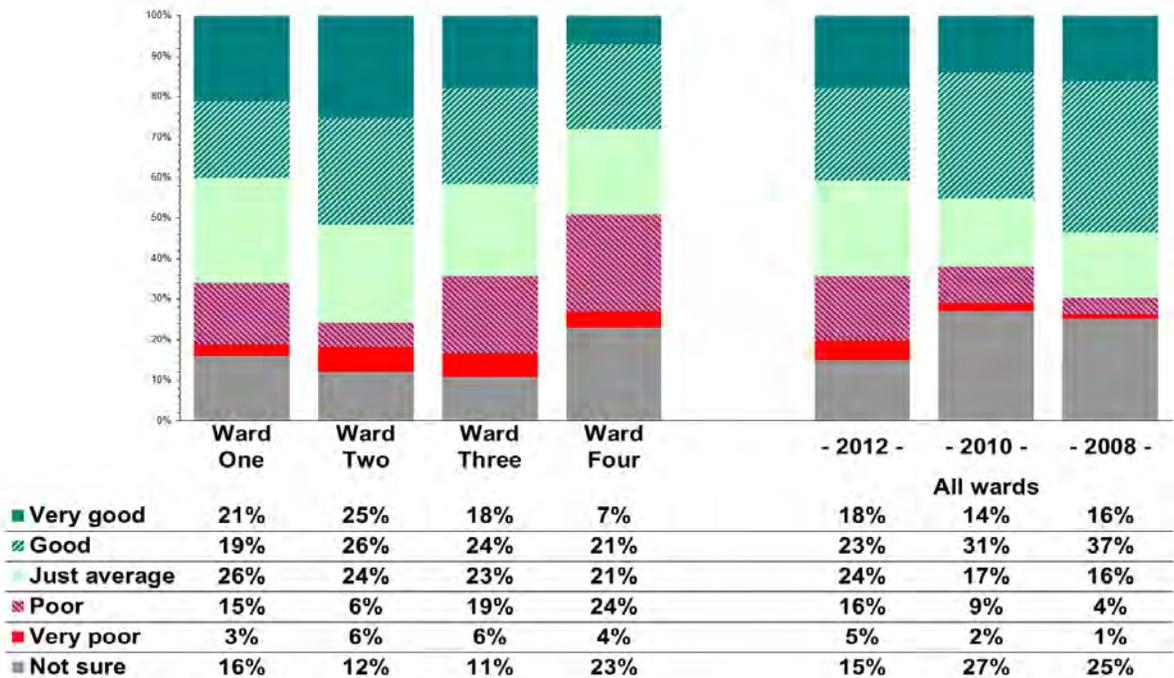
The one exception to the positive movement is very interesting. While the positive ratings grew between 2008 and 2012, the middle rating of “just average” diminished from 21% in 2008 to only 5% in 2012. This fits with the national trend toward strong attitude division on public policy, especially on tax matters. In 2012 very few voters expressed much uncertainty about their political attitudes at any level.

Between 2010 and 2012, people who had been on the fence in 2010 on this issue saying that the value for the tax dollar was “just average,” divided in 2012 between those who moved to the “good” or “very good” categories and those who moved to the “poor” category. Thus the “poor” category increased from 4% in 2010 to 13% in 2012. Most of this change was concentrated in Ward One.

Nevertheless, almost three-fourths of the voters say that the value of city services for their tax dollars is very good or good.

Figure 22 Efficiency of City Departments

Q10d. How efficiently the City officials in Gahanna have been operating city departments in the sense of holding down costs and avoiding waste
(Source: Gahanna Registered Voter Surveys, 2008 N=920 & 2010 N=400 & 2012 N=412)



Efficient operation of city departments

The city administration continues to get positive ratings from residents for operating city departments efficiently and “holding down costs and avoiding waste.” While 18% of all residents said their performance is very good, another 23% said it is good. However, as with several other performance measures, the ratings may have slipped slightly since 2010 when the very good and good percentages totaled 45% compared to 41% in 2012.

Although the apparent change is within sample error range and may be a statistical artifact, it is consistent with the movement from 2008 to 2010, and we believe it may be part of a general public tendency toward greater skepticism public toward governmental efficiency and efficacy as well as a result of the changed sampling method.

Figure 23 Contacting City Hall to Resolve Issues or Seek Information

| | | Contacting City Hall | | | | | | |
|---|--|--|----------|------------|-----------|----------|----------|----------|
| | | All percentages are percentages of all registered voters** | | | | | | |
| | | Ward One | Ward Two | Ward Three | Ward Four | - 2012 - | - 2010 - | - 2008 - |
| Q11. In the past two years, have you called or gone to any office of the City of | Yes | 41% | 53% | 54% | 49% | 49% | 49% | 46% |
| | No/Do not recall | 59% | 47% | 46% | 51% | 51% | 51% | 54% |
| Q11a. Which office or department did you contact? (If multiples, which did you contact most recently?) | Service department / water / Sewer / Trash | 21% | 10% | 12% | 16% | 15% | 17% | 17% |
| | Planning / permits / zoning | 5% | 7% | 7% | 2% | 6% | 10% | 8% |
| | Finance (including Tax Division) | 2% | 4% | 12% | 3% | 6% | 7% | 5% |
| | Parks and Recreation | 5% | 11% | 16% | 14% | 11% | 6% | 7% |
| | Police | 2% | 6% | 2% | 7% | 4% | 3% | 4% |
| | Mayor | 3% | 4% | 3% | 3% | 3% | 2% | 2% |
| | Council member | 0% | 10% | 2% | 1% | 3% | 2% | 2% |
| Does not recall | 1% | 2% | 1% | 2% | 1% | 1% | 1% | |
| Q11b. Did you contact them just for information only or to resolve an issue, provide a permit or take other action? | Just for information | 18% | 14% | 29% | 14% | 20% | 15% | 15% |
| | Resolve an issue/take other action | 23% | 37% | 25% | 33% | 28% | 33% | 31% |
| | Do not recall | 0% | 2% | 1% | 2% | 1% | 1% | 0% |
| Q11c. Did the people you reached provide the information you needed? | Yes | *(See footnote) | | | | 19% | 14% | 14% |
| | No | | | | | 1% | 1% | 1% |
| Q11d. Regardless of whether it turned out as you wished, how satisfied were you that the people you reached resolved the issue? | Very satisfied | 16% | 20% | 19% | 14% | 17% | 21% | 15% |
| | Somewhat satisfied | 4% | 11% | 5% | 9% | 7% | 7% | 7% |
| | Not very satisfied | 2% | 5% | 2% | 3% | 3% | 3% | 4% |
| | Very dissatisfied | 1% | 0% | 1% | 7% | 2% | 3% | 4% |
| | Do not recall | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| Q11e. Regardless of how your inquiry turned out, were you treated in a courteous, respectful manner? | Yes | 40% | 48% | 53% | 41% | 46% | 48% | 42% |
| | No | 1% | 5% | 1% | 8% | 3% | 1% | 4% |

*Ward level sub-samples of those seeking only information are too small to show differences in a valid manner.
 ** For those who might wish to compare this report to reports from 2008 or 2010, the basis of the percentages was changed from a sub-percent of those answering the prior question to a percentage of all registered voters.

Contacting City Hall

In 2010 and 2012, in all wards combined, a total of 49% said they had contacted City Hall during the past two years⁴. The 49% rate was statistically unchanged since 2008 when it stood at 46%. As in previous years, the most frequent contact was with the Service Department (15% of voters said they had contacted the Service Dept.). Eleven percent (11%) of the respondents said they had contacted Parks and Recreation, up substantially from the 6% in 2010. Fewer people contacted Planning (6%), Finance (6%). Police (4%) were followed by city officials (Mayor, 3% and City Council members 3%).

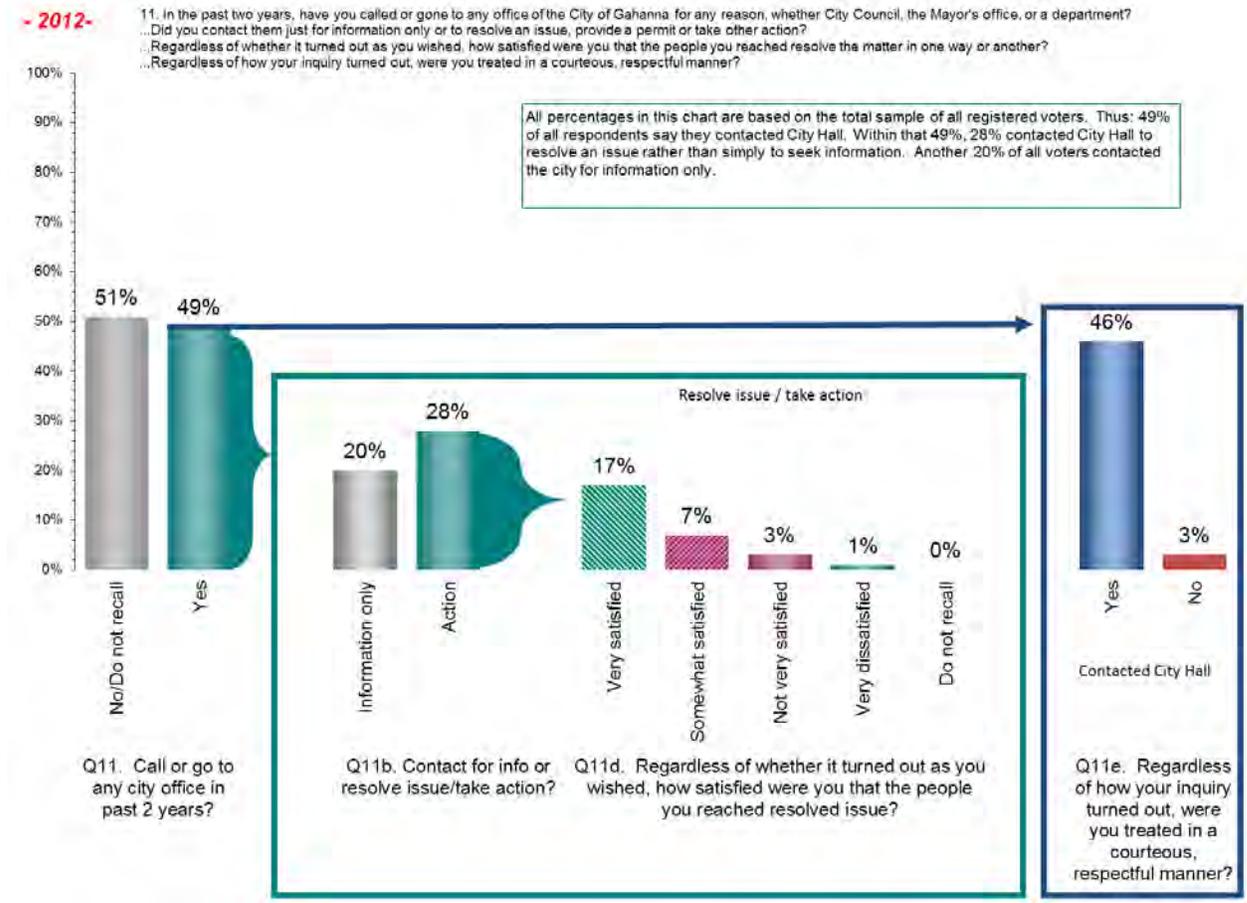
Of those who contacted the city, 94% said that, regardless of how their inquiries turned out, they had been "...treated in a courteous, respectful manner." This represents 46% of all registered voters who said both that they had contacted the city and been treated with courtesy.

The percentages in the table above for the questions Q11a – Q11e are percentages computed on the base (i.e. denominator) of all registered voters. However, the questions 11b through 11e were asked of only those who had made contact with the city. At the level of the total sample, this means that in 2012, 412 people were asked the first question ("In the past two years, have you contacted..."). Of these, 49%, or 202 persons said they had made contact, and those 202 persons were then asked questions about

⁴ Respondents who had contacted more than one department were asked to name the one they had contacted most recently.

their contact experience. That is a reasonable sub-sample size to look at for the total year to year comparisons. However, when looking at the ward level data, we are dealing with very small sub-samples (202 respondents divided into four wards, or an average of only 50 persons per ward). The results are shown in the table, but the ward level samples are so small that the results should be treated as suggestive and approximate, and not as definitive.

Figure 24 Satisfaction with City Hall Contacts – Resolution of an Issue



Satisfaction with city hall contacts

Percentages in Figure 24 above and Figure 25 on the following page provide a visualization of the 2012 results shown in the table in Figure 23. As in the table, percentages are based on the *total sample*, rather than only those who made contact with the city.

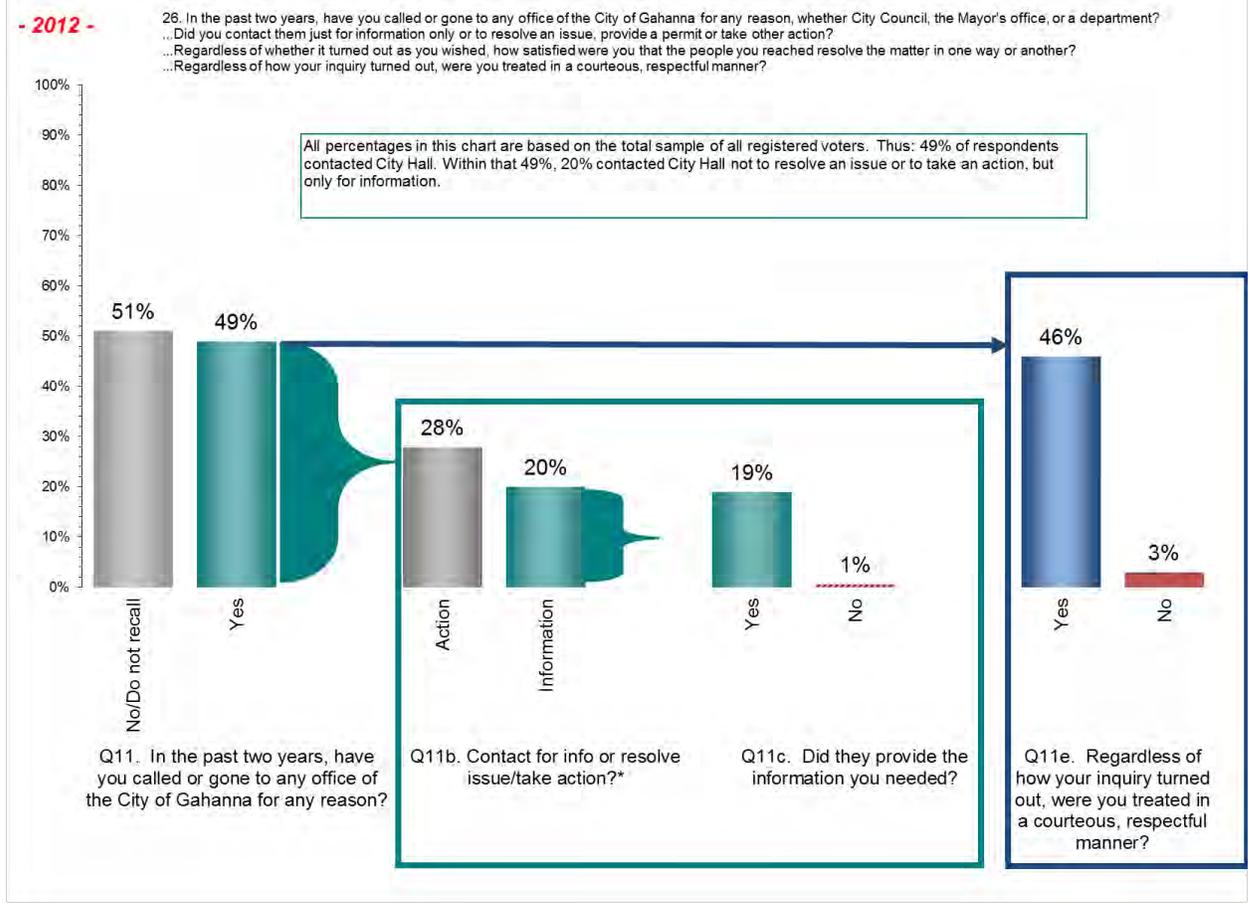
Contacting City Hall to resolve an issue or take an action. Those who had contacted city hall for any reason constitute 49% of the respondents. Those who had called City Hall were asked whether the call had been for information only or to take action or resolve some type of issue. Those who said they made contact to resolve an issue or take an action amount to 28% of the entire sample, while 20% were calling only for information. (1% did not recall the purpose of their contact.) Of the 28%, most (17%) were very satisfied and 7% were somewhat satisfied. Only 4% were either not very satisfied or very dissatisfied.

At the right side of Figure 24, (blue box) we see that of the 49% who contacted City Hall, that 46% said that regardless of the outcome, they had been treated in a courteous, respectful manner. That represents 94% of all those who had contacted city hall for any reason, leaving only 6% of the callers dissatisfied with the courtesy and respect accorded

them. In 2008, 92% of those who called were satisfied and 8% dissatisfied, and in 2010, 98% of callers were satisfied and 2% not satisfied in this respect.

The range, based on the three surveys, suggests that almost half (from 46% to 49%) of the registered voters will call the city in a two year period. Of those callers between 92% and 98% will generally perceive that they have been treated in a courteous and respectful manner.

Figure 25 Contacting City Hall for Information

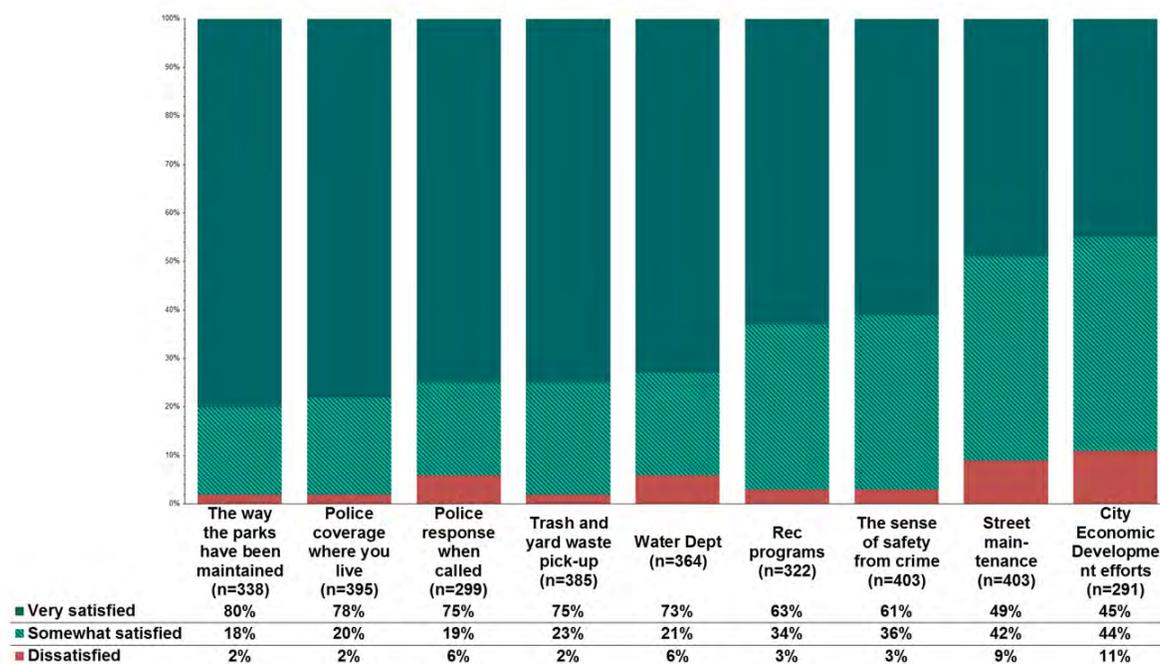


Contacting City Hall for information

The (49%) who had contacted City Hall were asked whether the call had been for information only or to take action or resolve some type of issue. Those who said they made contact simply to obtain information amount to 20% of the total sample. Virtually all of them, 19% of the total of 20%, said that they had obtained the information they needed, and that they had been treated in a courteous, respectful manner.

Figure 26 Departmental Satisfaction Scores in 2012

Satisfaction with individual departments in 2012
 (Source: Gahanna Registered Voter Surveys, 2012 N=412)



Departmental Satisfaction Scores in 2012

Respondents were asked to state for each of nine aspects of city governance or city life whether they were very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied, or had no experience in this respect. For simplicity in the chart, the ratings of “very dissatisfied” and “somewhat dissatisfied,” are combined in a single “dissatisfied” category.

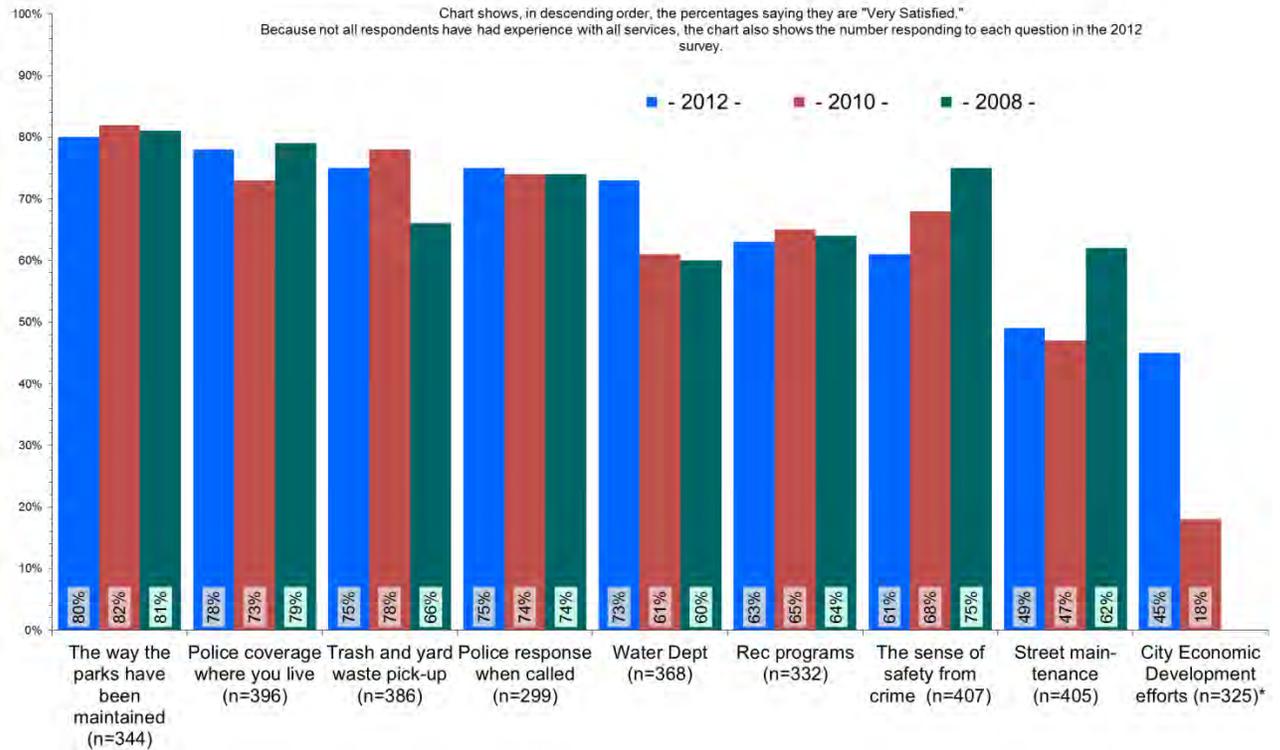
Notice that overwhelmingly, citizens in Gahanna are either very or somewhat satisfied with all departments. Very few are dissatisfied. Bottom line: People are satisfied with their city government in Gahanna.

It is important to point this out because in charts that follow, change is discussed in terms of change in the top rating (“Very satisfied”) and some changes could leave the inaccurate impression that citizens were dissatisfied. However, the reader should note how very small the “dissatisfied” percentage is in every case. The basic message here is that citizens are satisfied with the city departments, and differ primarily in the degree of satisfaction.

So that readers will not jump to the conclusion based on charts such as Figure 28 (page 41) to suggest that those who did not consider themselves “very satisfied,” with city services were dissatisfied, the chart above serves as a clarification by showing three levels of satisfaction.

Figure 27 Satisfaction with City Services

Overall, how satisfied have you been with each of the following in the past twelve months?
(Source: Gahanna Registered Voter Survey, 2008 N=920 & 2010 N=400 & 2012 N=412)



Satisfaction with city departmental services in the past 12 months in 2008, 2010, and 2012

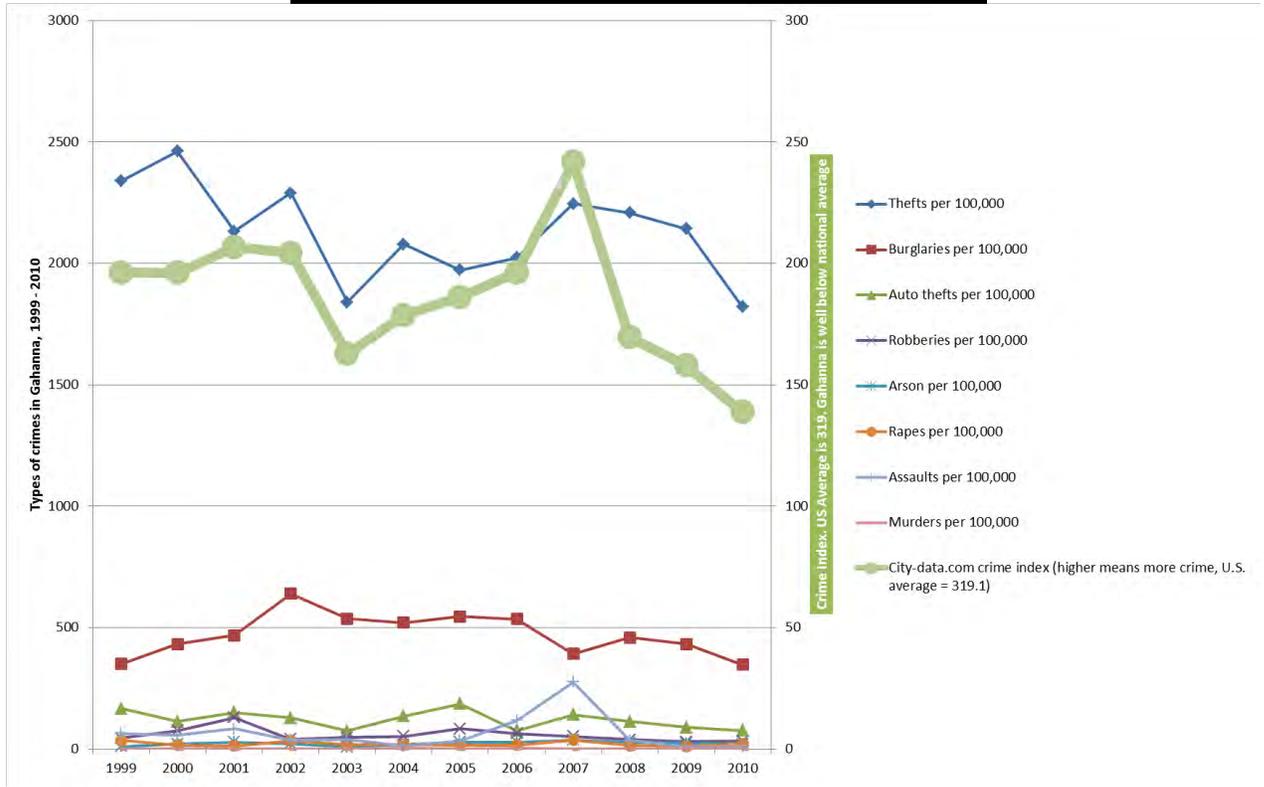
The chart above provides a summary of fluctuations in citizen satisfaction with the several city departments by showing only the percent giving the department the highest score ("Very satisfied") for the entire sample taken as a whole.

Because not all respondents would have had experience with all departments, those who said they had no experience or contact with a department were dropped from the percentage computation. For this reason the sample sizes vary in the chart above from service to service and the number of respondents for each is given in the chart.

Satisfaction with city services continued to be very high in 2012. Only two services received fewer than 60% responses of "very satisfied," street maintenance and economic development. However, as we show on the following page, the former was stable from 2010 to 2012, and the latter improved dramatically.

One paradox in the data is that while ratings of police coverage and response remained very high (78% and 75% respectively), the sense of safety from crime continued to decline from 2008 when it stood at 78% to 2010 (68%) to 2012 (61%).

Figure 28 Crime rates in Gahanna, 1999 - 2010

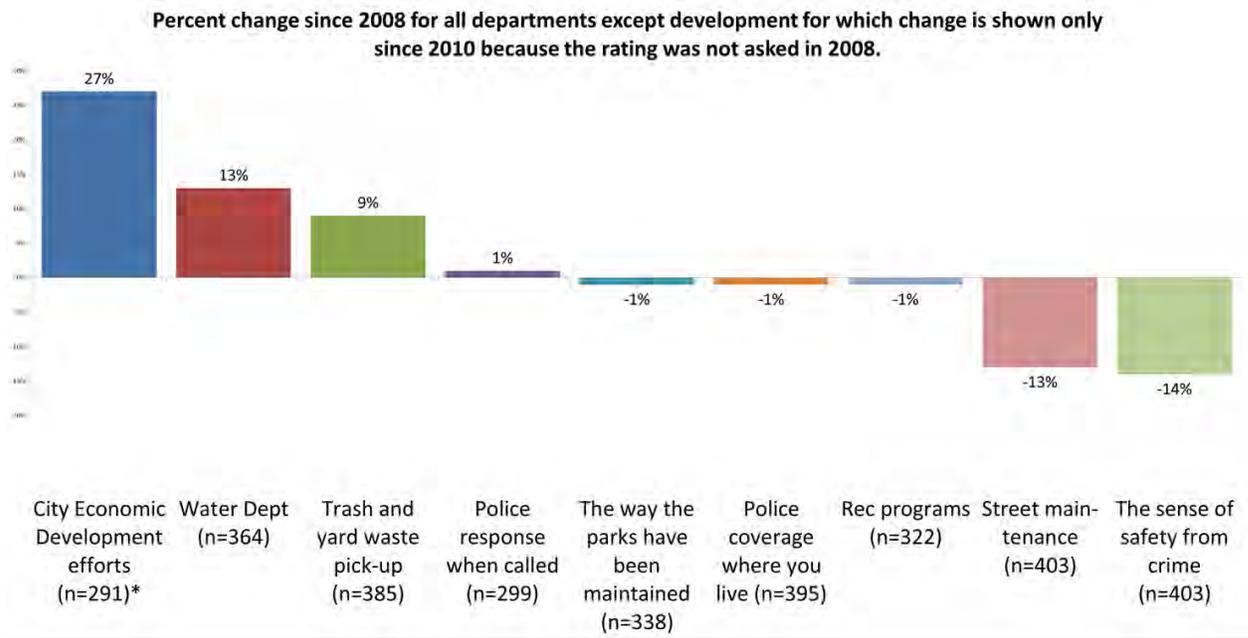


Crime rates in Gahanna, 1999 - 2010

The finding on the perception of safety from crime is the more puzzling in that data from City-data.com shows that the rate of crime per 100,000 persons for Gahanna in steep decline from 2007 to 2010. Although 2012 is not shown, the downward trend was so strong from 2007 to 2010 that we can assume that it did not suddenly increase dramatically, because such a change would have been a matter of public notice.

It is widely understood that perceptions of public safety and actual rates of victimization are divergent (consistently more fear than actual crime), and difference is to be expected. But why there has been a change in the perceived sense of safety is certainly not clear from the survey or the crime data.

Figure 29 Change in satisfaction ratings from base year



Change in satisfaction ratings from base year

The chart above is provided simply to point out the nature of stability and change in the several ratings. There was major improvement (+27%) in the top rating for economic development over the base year (2010) in which that question was first asked. There was significant improvement in the rating of the Water Department and for trash and yard waste pick-up.

Two items declined, only one of which is actually a city service: Street maintenance, which declined by -13% since 2008,, though it was stable between 2010 and 2012. As we have already pointed out, the sense of safety from crime also declined (-14%), but this is only a perception that exists to a very large extent apart from actual safety.

Figure 30 Specific Service Satisfaction among Those Who Had Contact

| | | - 2012 - | - 2010 - | - 2008 - |
|---|-----------------------|----------|----------|----------|
| Overall satisfaction with specific services | | | | |
| 6a_1. How satisfied are you with Police response when you or others have called them in the past year? (n=299) | Very satisfied | 75% | 74% | 74% |
| | Somewhat satisfied | 19% | 22% | 21% |
| | Somewhat dissatisfied | 3% | 2% | 4% |
| | Very dissatisfied | 3% | 2% | 1% |
| 6b_1. How satisfied are you with Trash and yard waste pickup in the past 12 months? (n=385) | Very satisfied | 75% | 78% | 66% |
| | Somewhat satisfied | 23% | 20% | 28% |
| | Somewhat dissatisfied | 2% | 1% | 4% |
| | Very dissatisfied | 1% | 1% | 1% |
| 6c_1. How satisfied are you with Services of the Water Department in the past 12 months? (n=364) | Very satisfied | 73% | 61% | 60% |
| | Somewhat satisfied | 21% | 33% | 31% |
| | Somewhat dissatisfied | 2% | 4% | 6% |
| | Very dissatisfied | 3% | 2% | 3% |
| 6d_1. How satisfied are you with Street maintenance, such as repairing pot-holes, and keeping pavement in good condition in the past 12 months? (n=403) | Very satisfied | 49% | 47% | 62% |
| | Somewhat satisfied | 42% | 44% | 31% |
| | Somewhat dissatisfied | 7% | 7% | 6% |
| | Very dissatisfied | 2% | 3% | 2% |
| 6e Not including Blues and Jazz Festival and Holiday Lights, how satisfied have you been with the recreation programs sponsored by the Gahanna Parks and Recreation Department in the past 12 months? (n=322) | Very satisfied | 63% | 65% | 64% |
| | Somewhat satisfied | 34% | 32% | 29% |
| | Somewhat dissatisfied | 1% | 2% | 6% |
| | Very dissatisfied | 2% | 1% | 1% |
| 6f_1. How satisfied are you with Police coverage of the part of Gahanna where you live in the past 12 months? (n=395) | Very satisfied | 78% | 73% | 79% |
| | Somewhat satisfied | 20% | 23% | 17% |
| | Somewhat dissatisfied | 2% | 3% | 2% |
| | Very dissatisfied | 1% | 1% | 1% |
| 6g_1. How satisfied are you with The sense of safety from crime in Gahanna in the past 12 months? (n=403) | Very satisfied | 61% | 68% | 75% |
| | Somewhat satisfied | 36% | 30% | 20% |
| | Somewhat dissatisfied | 2% | 2% | 3% |
| | Very dissatisfied | 1% | 1% | 1% |
| 6h. How satisfied are you with The City's efforts to stimulate jobs and economic growth in the past 12 months? (n=291) | Very satisfied | 45% | 18% | na |
| | Somewhat satisfied | 44% | 49% | |
| | Somewhat dissatisfied | 7% | 27% | |
| | Very dissatisfied | 4% | 6% | |
| 6k_1. In the past year, how satisfied have you been with the way the parks have been maintained? (n=338) | Very satisfied | 80% | 82% | 81% |
| | Somewhat satisfied | 18% | 16% | 16% |
| | Somewhat dissatisfied | 2% | 1% | 2% |
| | Very dissatisfied | 1% | 0% | 1% |

Variation of service satisfaction 2008 - 2012

The table above (Figure 30) is included for reference. It displays all of the scores from 2008 to 2012, thus providing greater detail than the charts shown on pages 40-43.

Figure 31 Incidence and Impact of Negative Experiences with Service

| Impact of negative perceptions on ratings | | | | | | | |
|--|---|------------------------------------|--|-------------------------------------|---------------|-------------------------------------|---|
| | Mean rating scores on scale from 1 - 4 where 4 is more positive | | | Percent reporting a problem in 2012 | Impact score* | Percent reporting a problem in 2010 | Change from 2010 to 2012 in % reporting problem |
| | Those reporting a problem in 2012 | Those reporting no problem in 2012 | Gap in rating scores between A and B at the left | | | | |
| Sense of safety from crime (n=403) | 3.10 | 3.70 | -0.60 | 23% | 14 | 10% | 13% |
| Street maintenance (n=403) | 2.85 | 3.49 | -0.64 | 18% | 12 | 14% | 4% |
| Trash and yard waste (n=385) | 2.90 | 3.80 | -0.90 | 12% | 11 | 6% | 6% |
| Water Dept (n=364) | 2.70 | 3.74 | -1.04 | 10% | 10 | 7% | 3% |
| Police coverage where you live (n=395) | 3.02 | 3.81 | -0.79 | 8% | 6 | 7% | 1% |
| Police response when you called (n=294) | 2.96 | 3.70 | -0.74 | 7% | 5 | 3% | 4% |
| Maintenance of parks (n=338) | 3.03 | 3.82 | -0.79 | 2% | 2 | 8% | -6% |
| Rec programs (n=322) | 3.18 | 3.59 | -0.41 | 2% | 1 | 6% | -4% |

* Impact score can vary from 0 to 300. The higher the score, the more severe the reaction to an experience with a service problem. The score is computed as ((% reporting a problem * gap) * -100)

The impact of perceiving a service problem

What does this complicated-looking table tell us? Actually it tells us something not too complicated. After rating each aspect of city services, respondents were asked, yes or no, if they had noticed any problem with each aspect of service and the sense of safety in the past twelve months.

- The percent reporting they had a problem is shown in the fourth column of the table above. Notice that for five of the eight aspects of city service and city life measured, 10% or fewer reported having perceived a problem.
- Second, look at the final column at the far right. It tells us the percent of residents who noticed a problem in the past twelve months, and how that percent changed since 2010. For instance, 13% more residents said they notice a problem in terms of the sense of safety, and 4% more noticed a problem with street maintenance, but 6% fewer noticed a problem with park maintenance.

The impact score

The third thing it tells us is how much impact those perceptions of problems had on the overall score for that aspect of service on the scale of 4:Very satisfied, 3:Somewhat satisfied, 2:Somewhat dissatisfied, 1:Very dissatisfied.

The impact scores look complicated, but they are pretty simple. They are simply a measure of the degree to which experiencing a problem results in a lower satisfaction

score. They might better be called “Irritation points” because the scores measure how irritated people become when they have a problem with a specific service.⁵

In the table, the mean, or simple average rating scores, on a scale of one to four on which 1 is a negative score and 4 is a positive score, are shown broken down by those who noticed a problem and those who did not. It then shows the gap between those scores because that gives us an idea of how badly noticing a problem affected the rating score.

The “Impact score,” is derived from the gap and the percent noticing a problem (see the footnote). The impact score can theoretically vary from 0 to 300, but it rarely gets extremely high. The handling of New Orleans during Hurricane Katrina might have approached 300, but only something of that magnitude would. This is described in greater detail in the footnote for those interested.

More importantly, what the score tells us for Gahanna, is that even for those who noticed a problem, the negative impact of that problem on their rating of the service was minimal – a maximum of 14 impact points out of a possible 300. Not bad.

In other words, people like living in Gahanna, like the services the community provides, and are quite willing to live with some occasional glitches.

To take an example, the largest impact score goes to the sense of safety. If people feel there might be a lack of safety, they do give lower satisfaction scores in that respect, but not drastically lower (3.1 compared to 3.7 on the 4 point scale). Therefore, although 23% indicated having a problem in this regard, the impact score is 14.

A few other things to notice:

- Notice also, that several aspects of service showed a significant change in the percent reporting a problem⁶. Several changes stand out. First, those reporting a problem with maintenance at the parks declined by 6%, and problems with recreation programs declined by 4%.
- At the other end of the spectrum - i.e., change in a negative direction - the percent saying they had a problem feeling a lack of safety from crime, 23%

⁵ Because the lowest score is 1 and the highest is 4, the maximum gap is (4-1) or 3. Theoretically, then, the raw impact score can approach 3, but it is usually a decimal number below 1, so we multiply by 100 to make it simpler to think about. And since it is always a negative number (since people with a problem are less satisfied than those without a problem) we change the sign to positive, again, just to make it simpler to think about. Then we just round it off to the nearest whole number. Now we have a score that can vary between 1 and 300. Let us say, for example, that 99% of respondents had a problem and they all scored the service a lowly “1” (which is therefore also the mean) while the 1% reporting no problem all scored the service 4, then the gap would be the average score of those noticing a problem (i.e. 1) minus the mean score of those not noticing a problem (i.e. 4), or -3. The impact score is the product of this gap times the percent citing a problem, in this example, 99%. Voila: $-3 \times 99\% = -2.97$ which is the raw impact score. To make it easier to think about, we change the sign and multiply by 100 to be rid of the decimal, giving us an Impact Score of 297 out of 300. That would be a disaster. But fortunately that is exceedingly rare.

⁶ Because for this table N=412 and the distribution is in the area of 90:10 or even 95:5, the sample error is $\pm 3\%$.

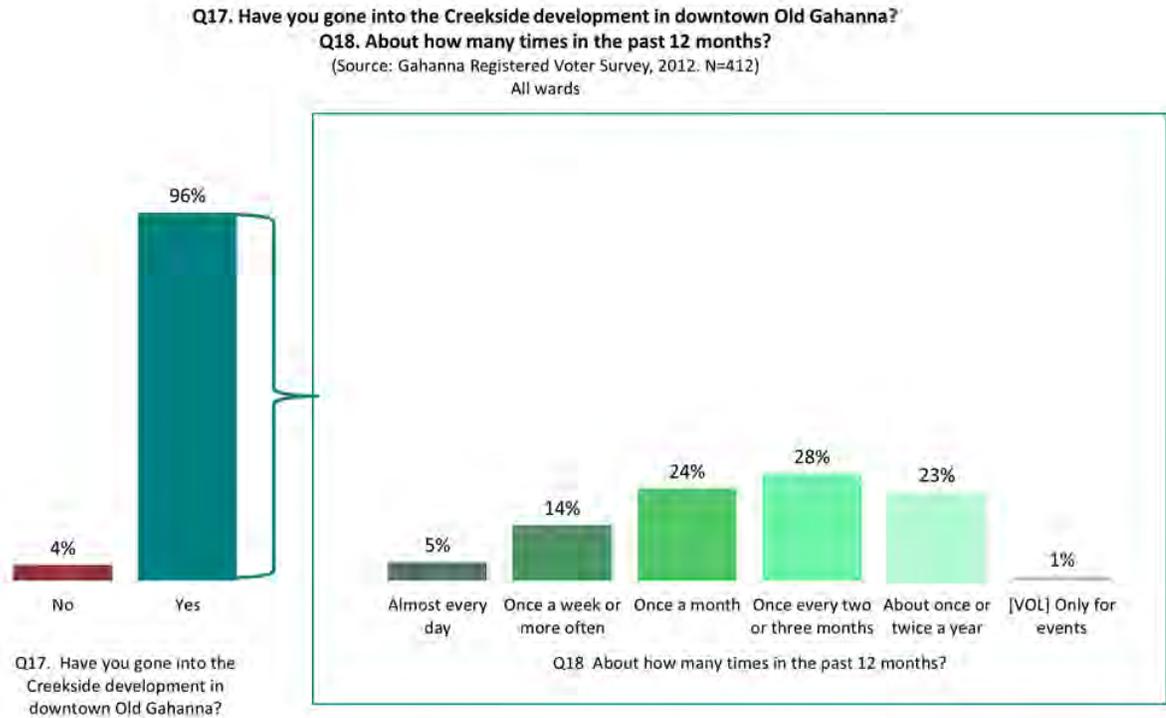
reported a problem in 2012, up from 13% in 2010, This is, however, much more subjective than the other items.

- Eighteen percent (18%) reported having noticed a problem with street maintenance in 2012. That represents an increase of 4%.
- As one would expect, all satisfaction scores of those reporting a problem were lower than those reporting no problem.

The bottom line is that very few Gahanna residents see a problem with services, and those who do perceive one, like the community well enough that they tend to shrug off the problem.

Part 4: Old Downtown/Creekside

Figure 32 Attitudes toward Old Downtown



Creekside and Downtown

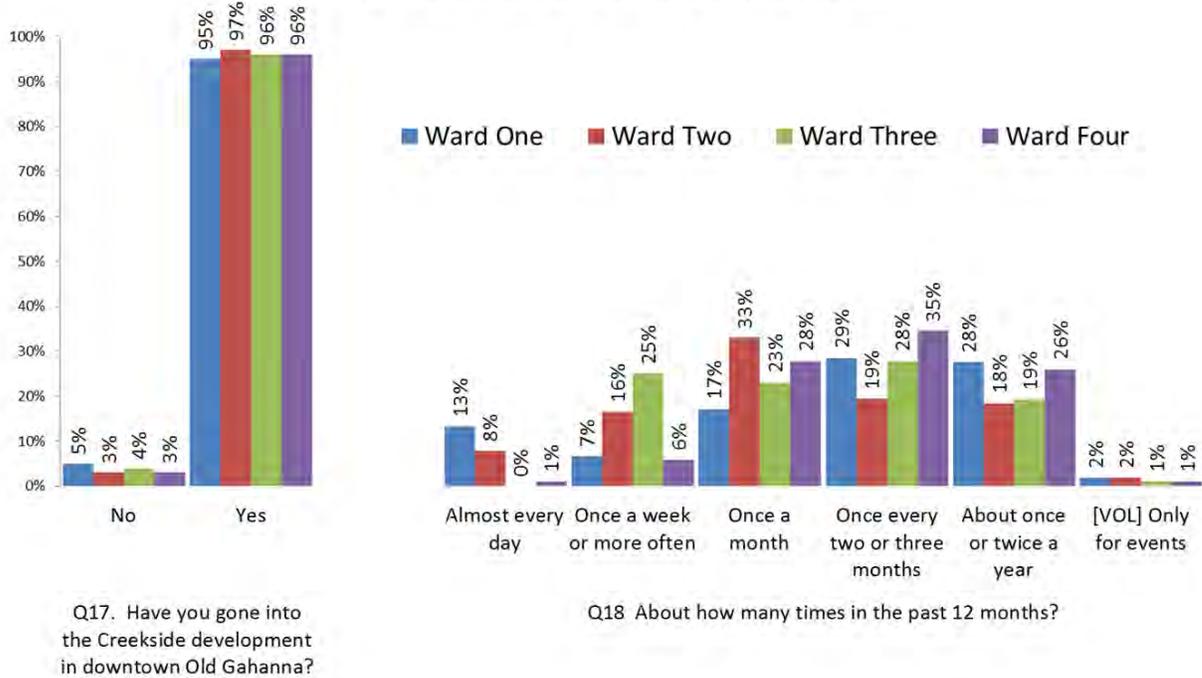
Respondents were asked whether they had “gone into” the Creekside development, and if so, how often they had gone there in the past twelve months.

Almost everyone, 96%, had been into Creekside. Roughly one-fourth 24%, go there infrequently, once or twice a year or only for special events. Another approximate fourth (28%) go every two or three months. The balance 41% go once a month or more often.

The facility does attract substantial traffic from local residents. The percent that have been into Creekside has grown from 90% in 2008 to 93% in 2010, and 96% in 2012.

Figure 33 Use of Creekside, by ward

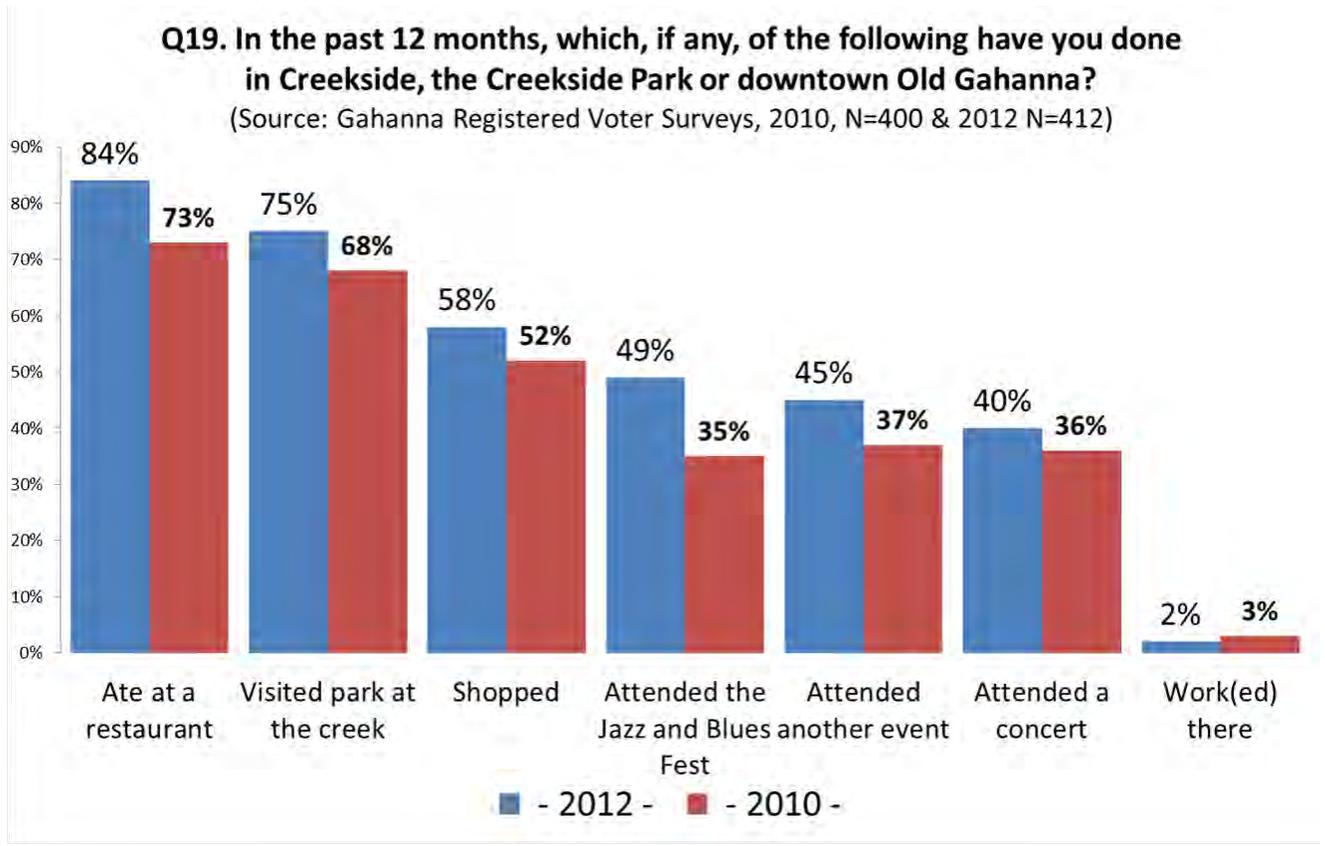
Q17. Have you gone into the Creekside development in downtown Old Gahanna?
Q18. About how many times in the past 12 months?
 (Source: Gahanna Registered Voter Surveys, 2012, N=412)



Use of Creekside, by ward

There is some variation by ward in the frequency of going into Creekside. Wards One and Two have more daily and weekly users than the other wards. Also, a total of 57% of Ward Two residents go into Creekside once a month or more compared to 48% for Ward Three and only 35% for Ward Four.

Figure 34 Activities at Creekside



Activities at Creekside

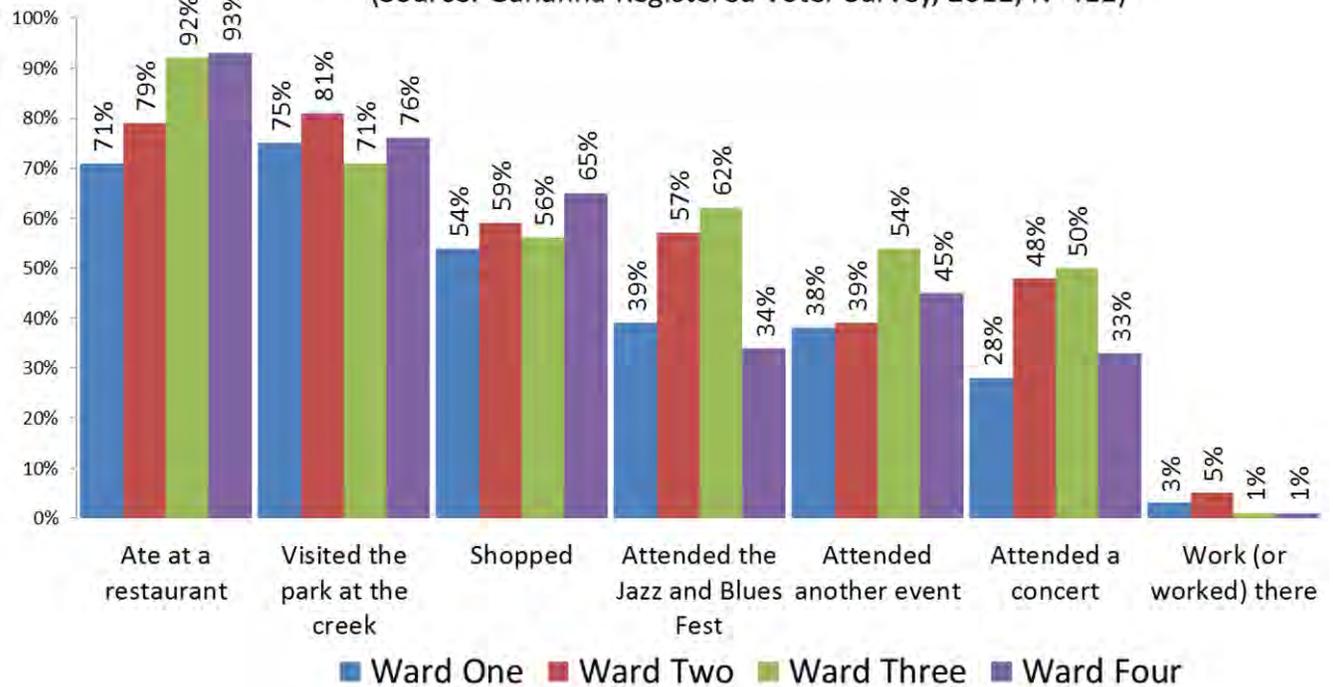
Gahanna residents who have visited Creekside have done various things, the most common of which involve eating at a restaurant and visiting the park itself. Both of these were done by more than two-thirds of the visitors in both 2010 and 2012.

Participation in all of the various Creekside activities increased from 2010 to 2012.

Figure 35 Activities at Creekside, by ward

Q19. In the past 12 months, which, if any, of the following have you done in Creekside, the Creekside Park or downtown Old Gahanna?

(Source: Gahanna Registered Voter Survey, 2012, N=412)



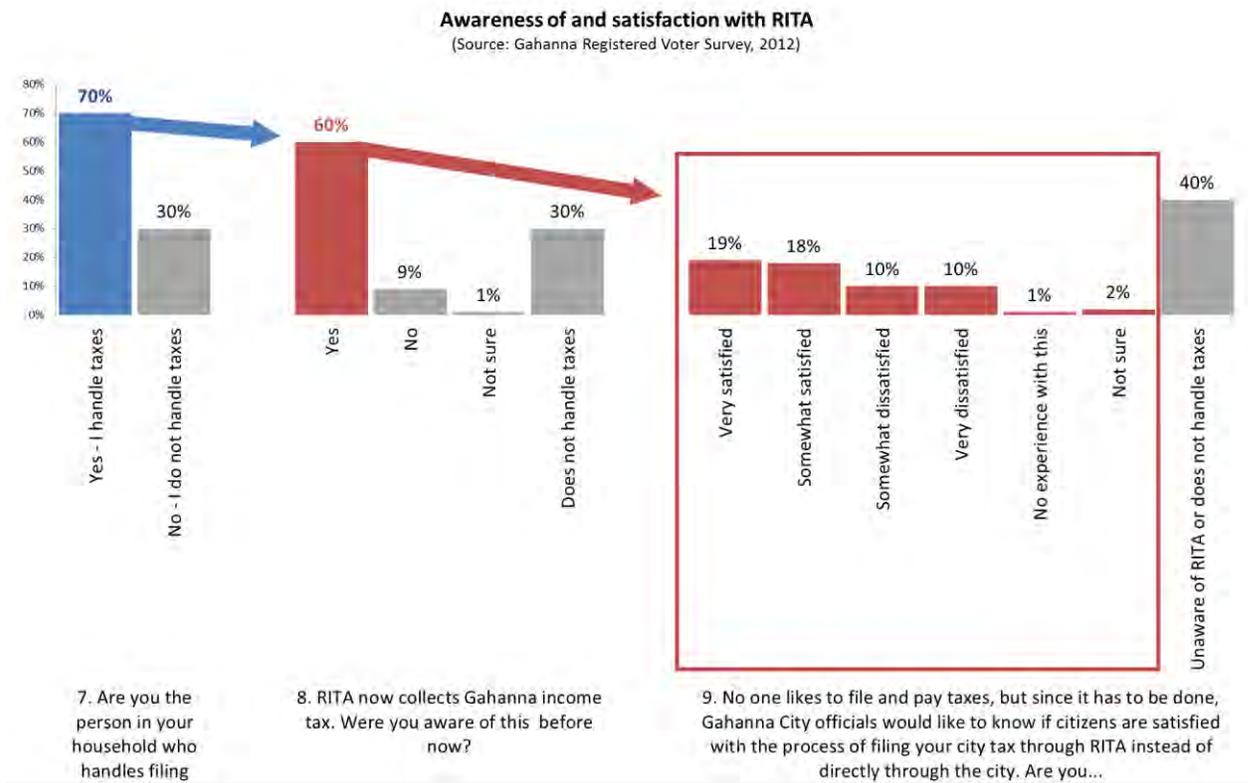
Activities at Creekside, by ward

The Creekside activity patterns of the four wards are somewhat distinctive. Although large numbers of residents from each ward have visited Creekside in the past year, and have eaten at a restaurant, visited the park (etc.), several different patterns are apparent:

- Residents of wards Three and Four (92% and 93% respectively) are considerably more likely than residents of wards One (71%) and Two (79%) to have dined there.
- Residents of Ward Four are more likely (65%) than those of other wards to have shopped at Creekside.
- Visiting the park itself is less differentiated, varying only between 71% and 81%.
- Residents of wards Two and Three are more likely than those of the other two wards to say they have attended the Jazz and Blues Fest and a concert.

Part 5: RITA

Figure 36 Awareness of and satisfaction with RITA among those who handle household taxes



Awareness of and satisfaction with RITA among those who handle household taxes

Respondents were asked whether they handle tax preparation in their households. Most of the respondents, 70%, said they did so and 30% said they do not. The 70% who do were then asked if they were aware that RITA now collects city income tax for Gahanna. Sixty percent (60%) were aware, and 10% were unaware. The 60% (n=240) were then asked how satisfied they were with the process of filing through RITA.

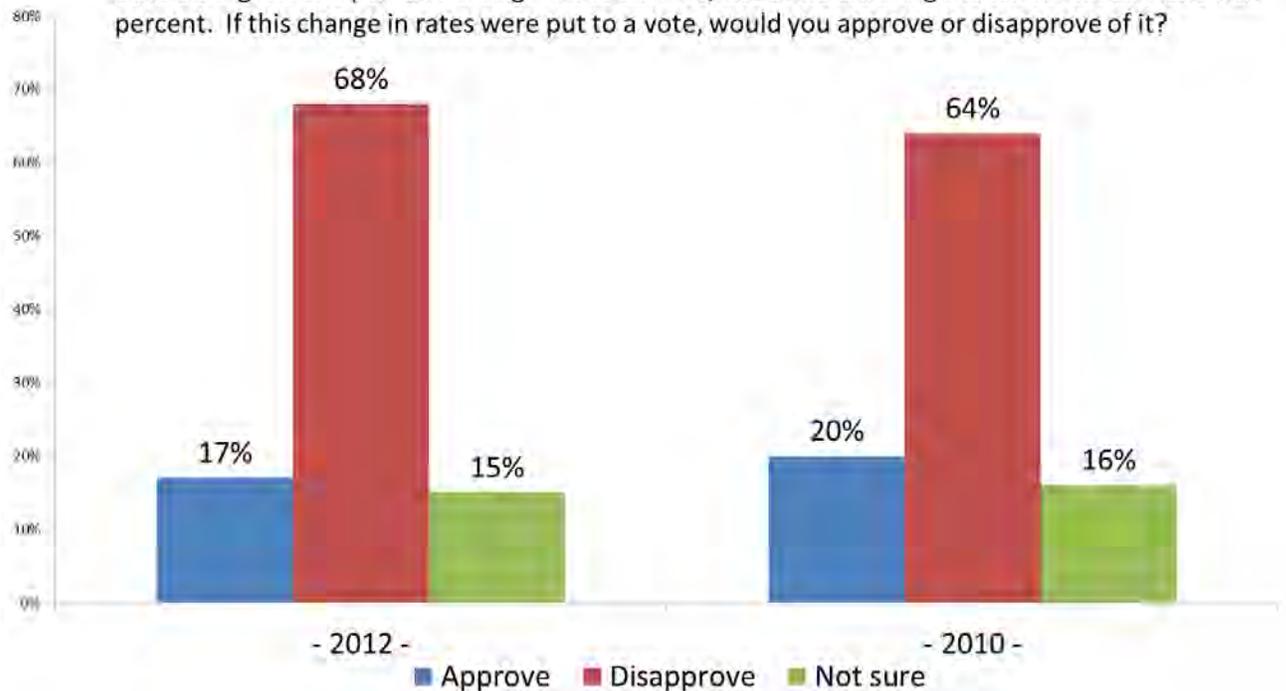
More than one third of all registered voters (37%) handle tax payment for their household, are aware that it is RITA through which payment is now made, and are either very or somewhat satisfied with that process.

Stated on the basis of only the 60% who pay their household’s Gahanna income tax and are aware that they pay via RITA, 32% are very satisfied, and 30% are somewhat satisfied with the process, for a total of 64% satisfied.

Part 6: Gahanna City Income Tax

Figure 37 Change in Tax Rate

Initial: Gahanna has a city income tax of one and one-half percent. The rate of one and one-half percent has not changed since voters first approved it in 1977. One of the options the City is considering is a one percent change in the tax rate, which would bring the tax to two and one-half percent. If this change in rates were put to a vote, would you approve or disapprove of it?



Response to Change in Tax Rate

After studying income and necessary expenditures by the City of Gahanna, a community advisory panel called “the Citizens Financial Advisory Committee” (CFAC) in 2010 recommended a 1% increase in the Gahanna city income tax which would bring the total to 2.5%.

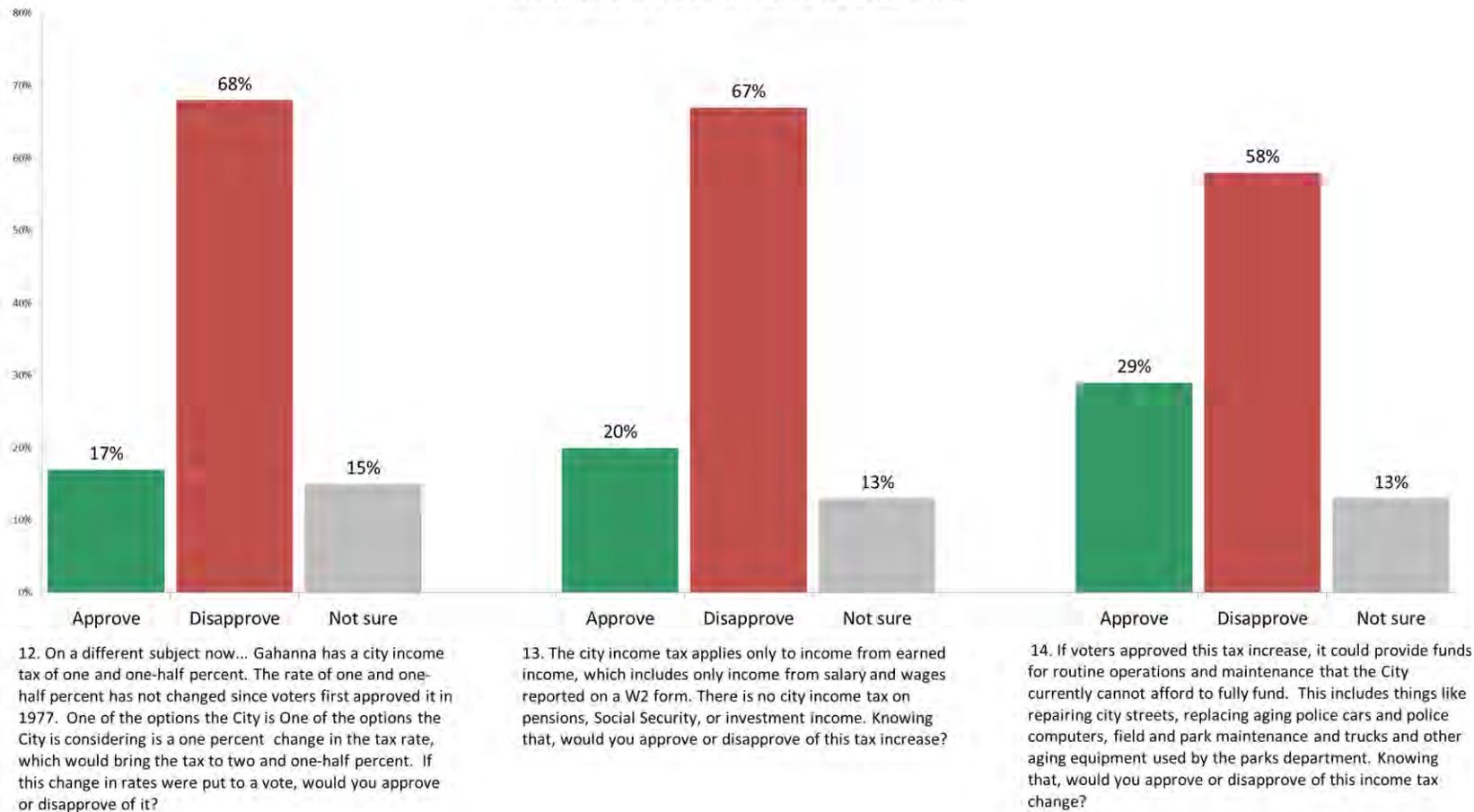
Respondents were asked three questions regarding changes in the Gahanna city income tax.

- First, with very little context or reasons for the change provided beforehand, respondents were asked whether they would approve or disapprove a change in the tax rate from 1.5% to 2.5% (wording is shown in chart above).
- Subsequently they were told that the income tax applies only to earned income and they were asked again whether they would approve or disapprove.
- Finally respondents were told that the city would be unable to afford certain types of maintenance without this increase, and they were asked to approve or disapprove for a third time.

The initial response, was similar in 2010 and 2012. As one might expect in the current political environment, response was very negative, with 64% disapproving the tax increase in 2010 and 68% in 2012. In 2010, 20% and in 2012, 17% approved, with the balance (16% in 2010 and 15% in 2012) indicating they were undecided.

Figure 38 Effect of additional information on attitude toward tax increase

(Source: Gahanna Registered Voter Survey, 2012, N=412)



Effect of additional information on attitude toward tax increase

When respondents were told that the city income tax applies only to earned income (and that term is defined as shown in the chart above) approval rose only very slightly to 20%. Similarly, when they were informed that the city would be unable to

afford certain types of maintenance without the rate increase, approval rose to 29%, still very far from a majority, although 12% above the initial 17% approval. However, 58% oppose such an increase.

The 2010 report offered the following comment on the results at that time which were basically very similar:

At the time of the survey, Gahanna's voting public clearly disapproved of a tax increase of 1%. However, a survey is a snapshot, not a forecast. The initial disapproval may not be set in stone. For example, with only the very limited information provided in two follow up questions, 14% of the respondents changed their opinion. Therefore, it is important not to interpret to the initial result simplistically as indicating an attitude of unchanging opposition to a local tax increase.

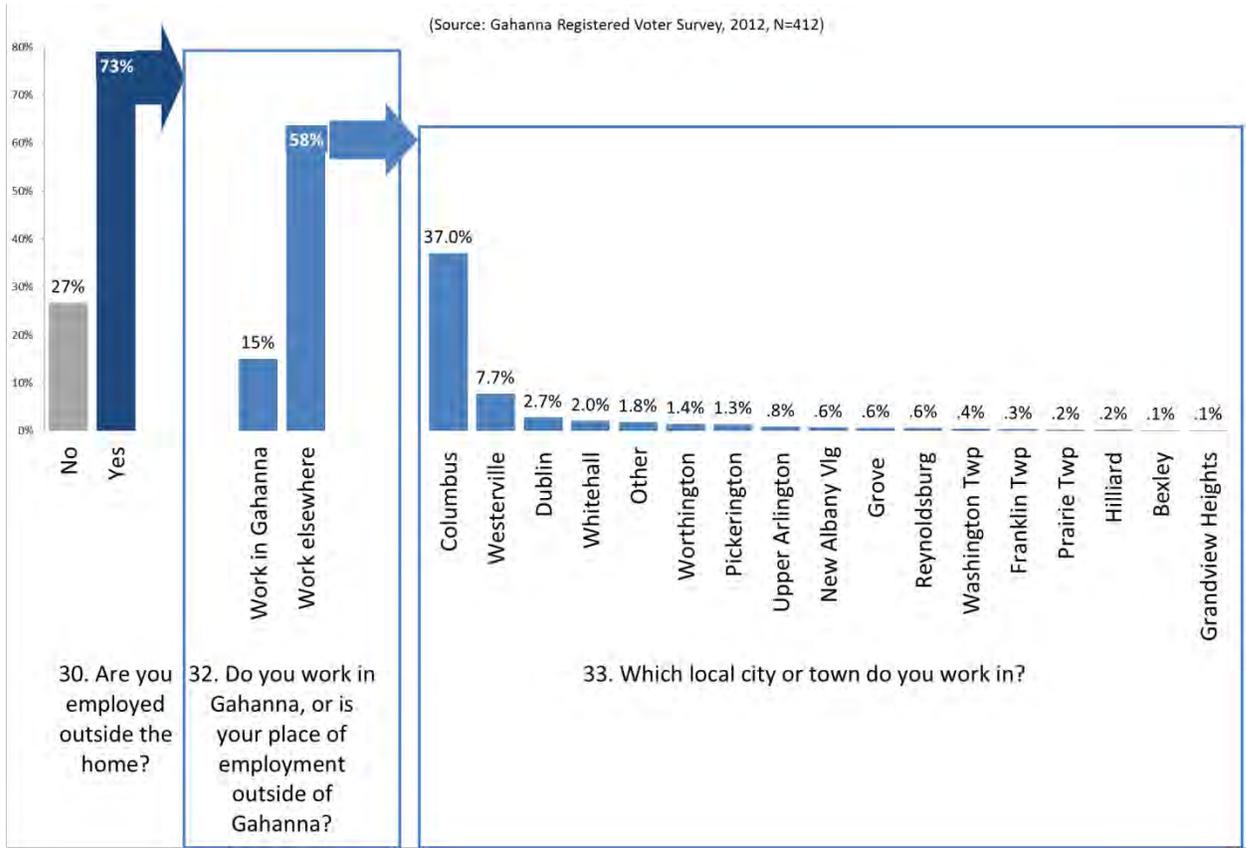
A survey can provide a snapshot of public opinion at a moment in time. But the snapshot is based on what the public knows or believes at the moment the picture is taken. When an issue is actually placed on the ballot, more information becomes available, and voter opinion can be expected to shift significantly.

This is particularly true of city income taxes because local income taxes are actually quite complex. A city income tax involves the nuances of applying only to earned income, a concept which many people appear to misunderstand without further explanation of the term "earned." A city income tax also involves credits for tax paid in jurisdictions where one works, a system of balancing among workplace and residential jurisdictions that many people find confusing. Moreover, significant portions of the tax are paid by people working in Gahanna but not resident there and therefore not voting in its tax elections. These are some of the complexities inherent in the tax itself that make it difficult for a respondent to provide a considered response.

In addition, there are issues of context as well. For example, state assistance to localities has changed since 2010. How would the public respond if they understood that such revenue was important to city functions? The survey was conducted prior to the major advertising onslaught of advertising in the 2012 presidential and senatorial campaigns. However, the campaign rhetoric certainly centered on tax policy and the difficulties of the economy, (just as the 2010 survey was conducted during similar rhetoric in the gubernatorial election of that period) and we do not know how the public might respond in the absence of such heated debate and in the presence of a purely local effort to provide information.

The bottom line is, however, that at present the public opposes a 1% increase in the municipal tax rate.

Figure 39 Where Gahanna Residents Work

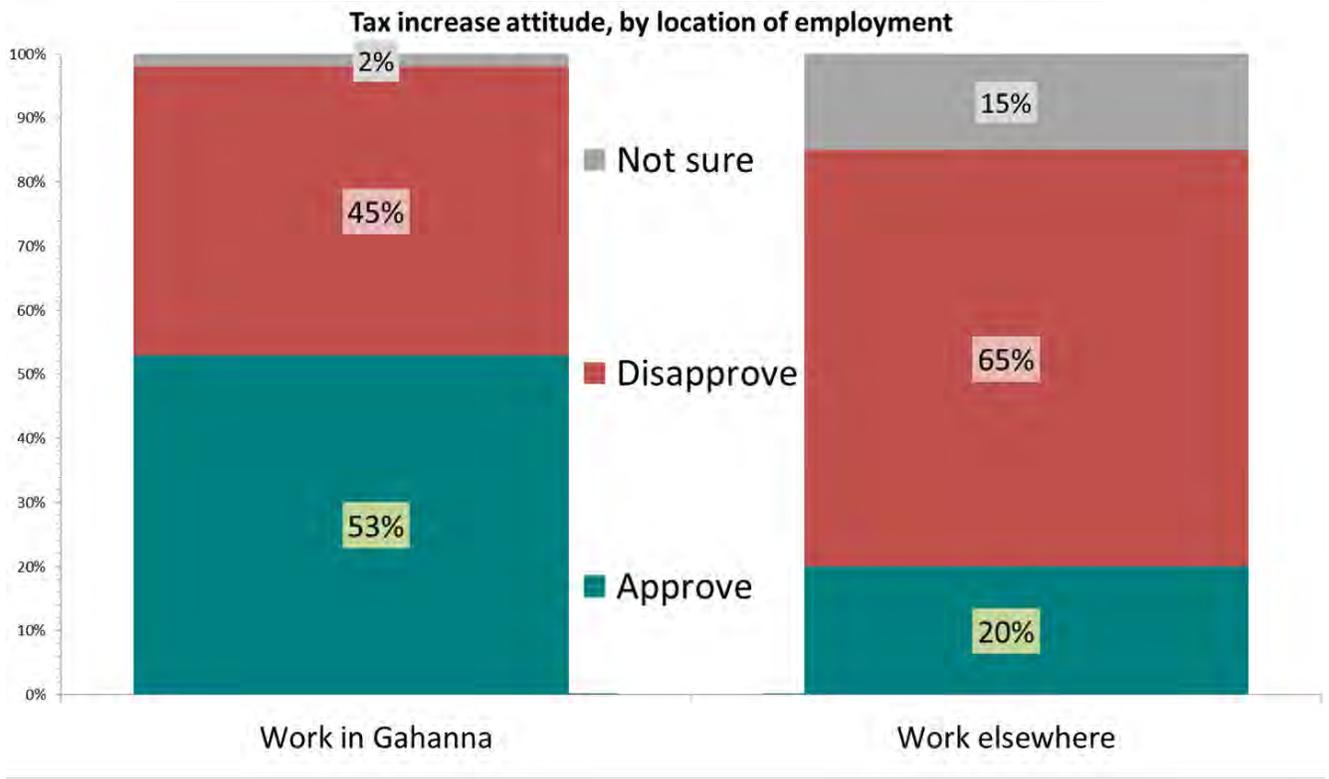


Where Gahanna Residents Work

The location of employment of Gahanna voters is important because of the fact that the city tax is collected at both the point of residence and point of employment, but with the place of employment taking precedence.

Among all Gahanna residents who are registered to vote, 73% are employed outside the home. Within that 73%, 15% work in Gahanna itself, and 58% work elsewhere. The most common employment location outside of Gahanna is the City of Columbus (37%). For this reason, the way in which the tax is shared between Columbus and Gahanna is important.

Figure 40 Location of workplace and Approval of Tax Change



Location of employment and approval of tax increase

Respondents who approved the tax change initially or when the conditions of earned income and the need for revenue to afford maintenance were explained were combined for the chart above (see also), providing a simple division between approval and disapproval of the issue.

Workers working outside of Gahanna are given a “credit” of 83.3% of the Gahanna income tax rate, making the dollar impact on them of any tax increase less than that on their peers working in Gahanna. However, in spite of that fact, those workers are much more likely (65%) to disapprove of a 1% tax increase than those who work in Gahanna (45%). Why might this be?

The location of employment of Gahanna voters is important because of the fact that the income tax is first assessed at the City of employment and then at the point of residence. Among all Gahanna residents who are registered to vote, 73% are employed outside the home. Within that 73%, 15% work in Gahanna itself, and 58% work elsewhere. The most common employment location other than Gahanna itself is the City of Columbus (37%).

Given the current taxing structure, a Gahanna resident who works in the City of Columbus pays an effective municipal tax rate of 2.75%. The standard Columbus tax rate of 2.5% would be paid to the City of Columbus and the remaining .25% would be

paid to the City of Gahanna. Why .25%? Because Gahanna provides a credit of 83.3% of its own 1.5% income tax rate to those who must pay income tax to a municipality where they work⁷.

If an income tax increase from 1.5% to 2.5% were to pass in Gahanna (assuming the same 83.3% credit were continued), this hypothetical worker would pay an additional .17% to Gahanna (.25% goes to .42%). Thus his or her total municipal tax would increase from the current rate of 2.75% to 2.92%. Columbus would continue to receive the full 2.5% and Gahanna .42%. If the credit Gahanna provided were to be changed from 83.3% to 90%, this hypothetical worker would pay no additional taxes because of the increased credit.

Thus, assuming the current credit of 83.3%, the person employed outside of Gahanna would see a smaller increment measured in terms of both percentage and dollars in his or her municipal tax, but would still have a final tax rate higher than those employed in Gahanna itself.

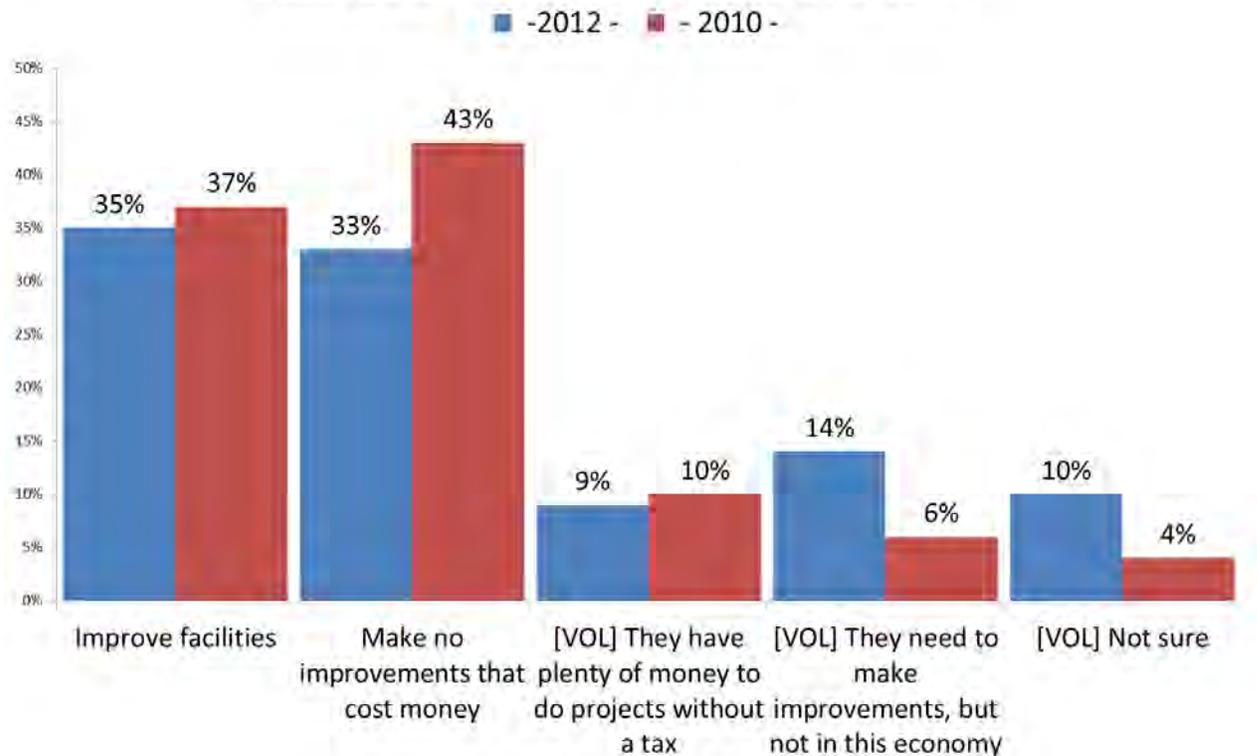
⁷ 83.3% of the usual Gahanna rate of 1.5% is 1.25%. Subtract the credit of 1.25% from the standard rate of 1.5%, and you get .25% that taxpayers who must pay income tax to another municipality will have to pay in addition to that municipality's standard tax rate. Thus, for example, a Gahanna resident working in Columbus currently pays 2.5% plus .25% for a total of 2.75%.

Figure 41 Using Income Tax to Improve Facilities

Q16. Some people say "improve facilities" even if it requires an increase of 1% in the city income tax; others say no improvements that cost tax money.

Which do you agree with?

(Source: Gahanna Registered Voter Survey2, 2010, N=400; & 2012, N=412)



Using Income Tax to Improve Facilities

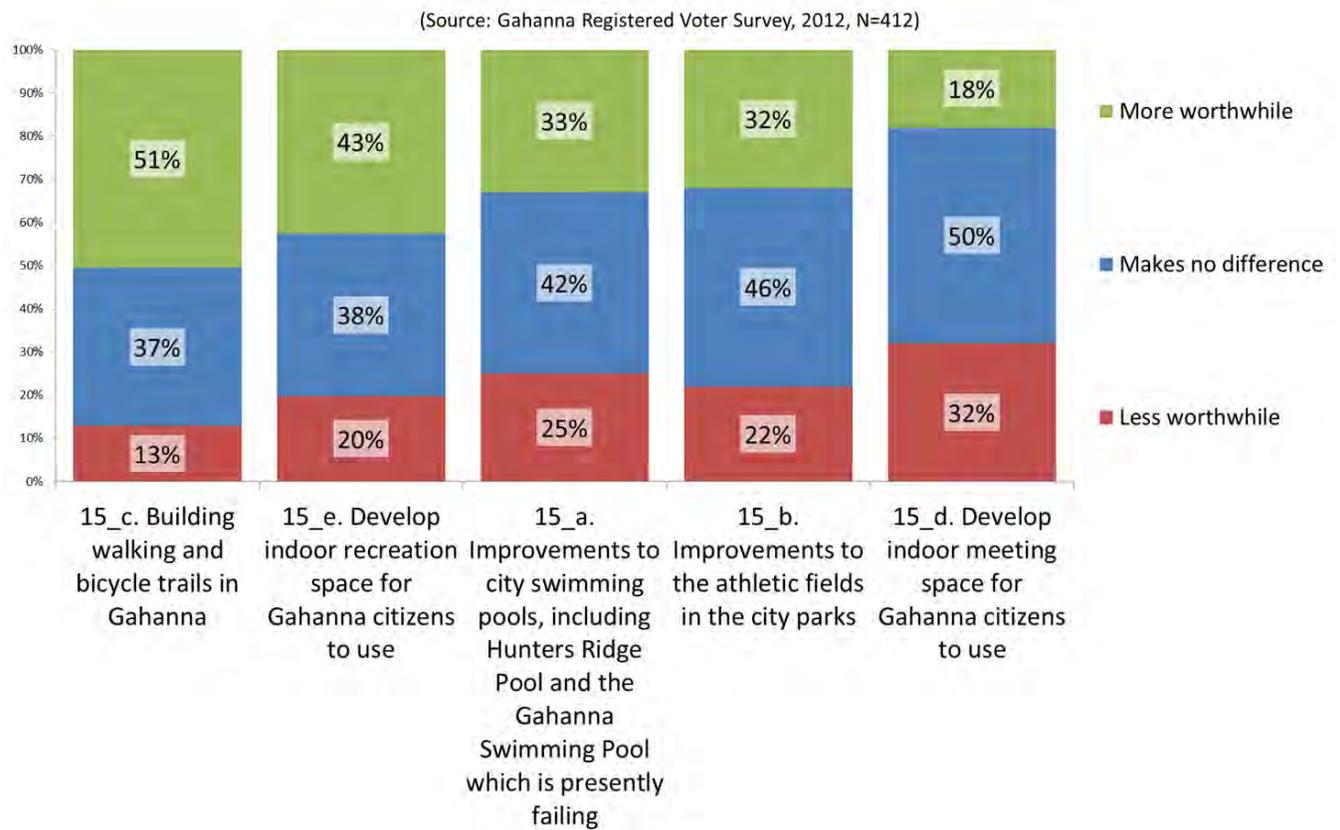
Respondents were also asked if they would prefer to improve local facilities even at the cost of an increase of 1% in the tax rate, or would prefer no improvements that required new revenue. The chart above shows their responses.

In 2010, 37% indicated approval of a tax for improvements, 43% rejected it, and another 10% volunteered that they believed the city has the resources to make improvements without additional tax revenue. In 2012 about the same percentage, 35%, agreed that facility improvements should be made even at the cost of a tax increase, but the percent saying that no improvement should be made if it cost additional money declined from 43% in 2010 to 33% in 2012.

Most of the change in the latter response is accounted for by the increase from 6% to 14% in the respondents volunteering that improvements are needed but not in the current difficult economy.

It is important to notice that when the idea of a tax increase to meet undefined city needs was introduced in the survey initially, only 17% supported the idea. But when it was attached to something tangible -- facility improvements -- the percent increased to 35%.

Figure 42 Which Facilities Should Be Improved?



Which facility improvements would make a tax increase more worthwhile?

As in 2010, of the five facility improvements mentioned, the idea of “...building walking and bicycle trails in Gahanna” was the most popular, with 51% (up from 41% in 2010) indicating it would make a trade-off between the tax increase in facility improvement more worthwhile.

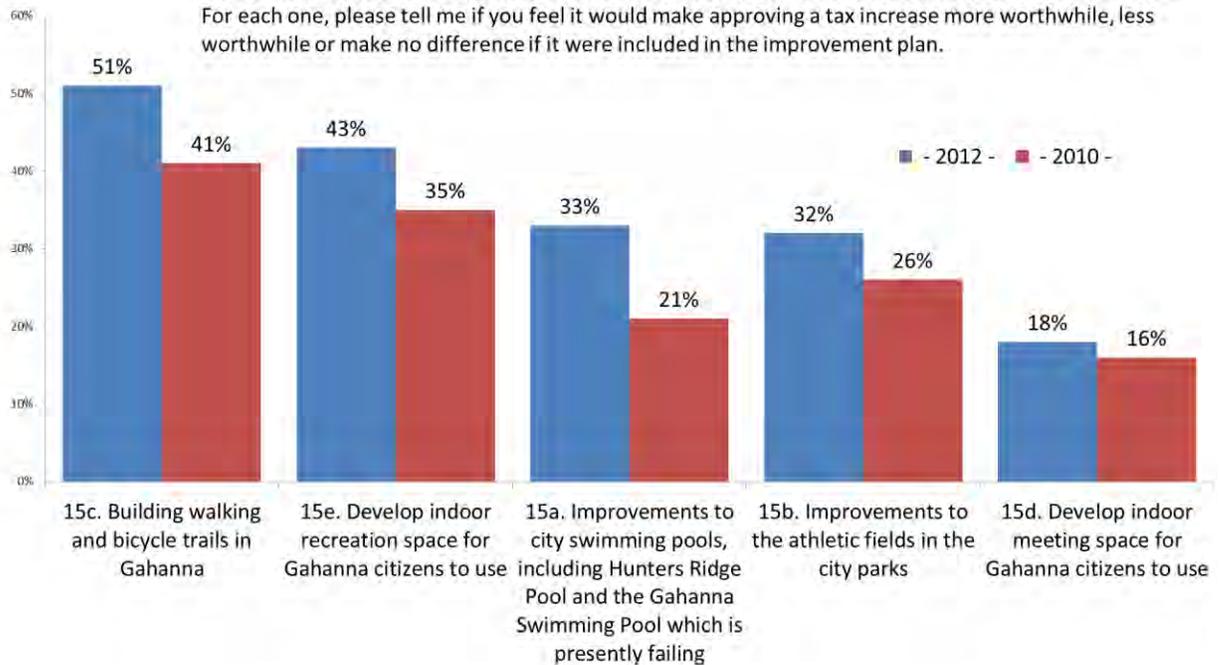
The next most popular improvement in both years was the development of indoor recreation space for Gahanna citizens to use (43%, up from 35%). Improvements to city swimming pools found one-third (33%) of respondents saying it would make such an increase more worthwhile and 25% that it would make it less worthwhile. Results for improvements to athletic fields in the city parks were almost identical to the swimming pool response, with 32% saying “more worthwhile,” and 22% saying “less worthwhile.”

Development of indoor meeting space, with only 18% indicating it would make a tax increase more worthwhile and 32% saying it would make the tax less worthwhile was by far the least acceptable to the respondents.

Figure 43 Facility improvements, 2010 and 2012

(Source: Gahanna Registered Voter Surveys, 2010, N=400 and 2012, N=412)

If voters approved this tax increase, it could fund not only maintenance but also certain improvements. For each one, please tell me if you feel it would make approving a tax increase more worthwhile, less worthwhile or make no difference if it were included in the improvement plan.



Facility improvements, 2010 and 2012

Across all facility improvements except indoor meeting space, an increased percent said that providing the facilities would make accepting a tax increase for them more worthwhile. Whether this is a matter of greater optimism about the economy, or a result of the more comprehensive sample design in 2012 is not entirely clear.

The data indicate that it is not just a matter of the changed sample. It changed sample caused the change then those answering online would be more supportive than those answering by telephone. But swimming pool improvements were *rejected* by more of the online responders, with only 21% saying it would make a tax increase more worthwhile, compared to 39% of those responding to the telephone survey. With one other exception, all the other facility improvements showed no significant difference between the two sample groups. The one exception is that 60% of those responding online to the mailed survey, in contrast to only 45% those responding to the telephone survey, indicated that using a tax increase for bicycle paths would make acceptance of a tax more worthwhile.

Given the contradictory results, what do the differences suggest? They suggest that the across the board increase in the percent saying each item makes a tax increase “more worthwhile” is more a change over time, and less a change of sampling technique but that the younger online respondents are more interested in the walking and bike trails than others.

Figure 44 Facility improvements, by ward

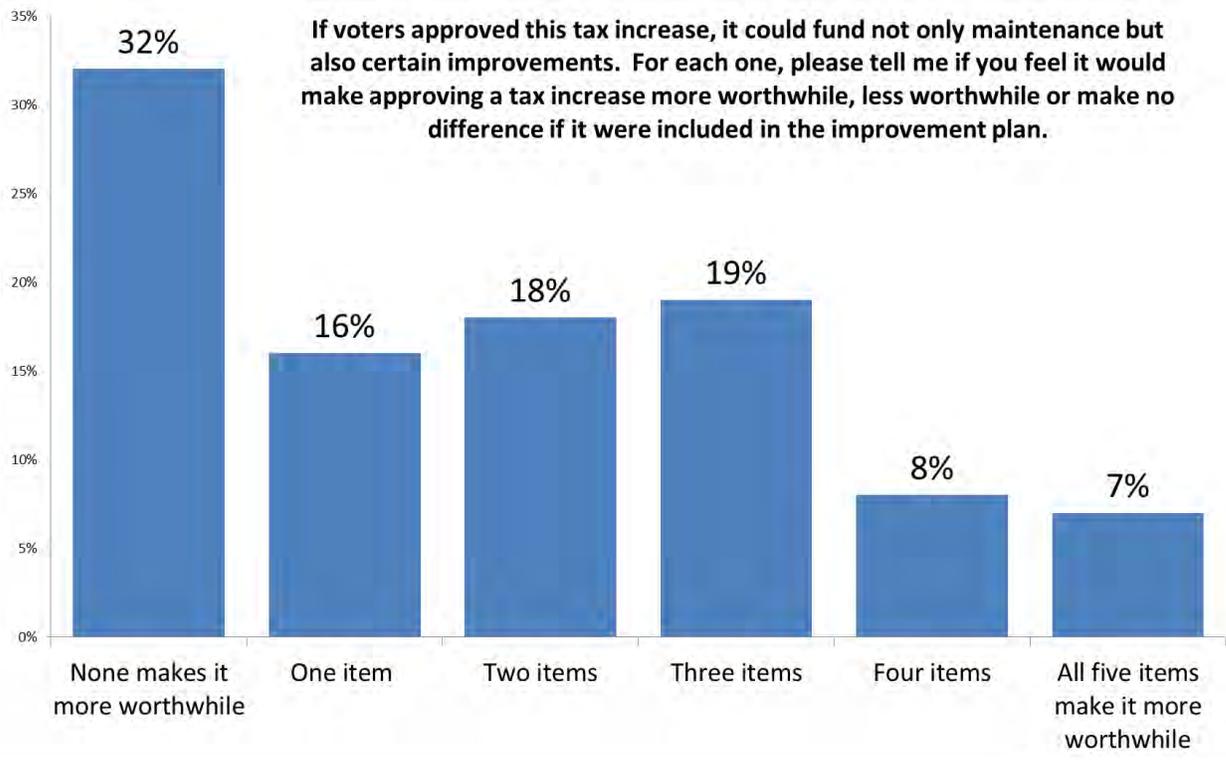
| | | <u>Ward One</u> | <u>Ward Two</u> | <u>Ward Three</u> | <u>Ward Four</u> | <u>All Wards</u> |
|---|--|-----------------|-----------------|-------------------|------------------|------------------|
| 15_a. Improvements to city swimming pools, including Hunters Ridge Pool and the Gahanna Swimming Pool which is presently failing | More worthwhile | 22% | 40% | 44% | 22% | 33% |
| | Less worthwhile | 19% | 26% | 25% | 32% | 25% |
| | Makes no difference | 57% | 31% | 31% | 43% | 40% |
| | Don't know | 1% | 3% | 0% | 4% | 2% |
| 15_b. Improvements to the athletic fields in the city parks | More worthwhile | 25% | 32% | 33% | 37% | 32% |
| | Less worthwhile | 19% | 29% | 25% | 15% | 22% |
| | Makes no difference | 55% | 37% | 41% | 45% | 44% |
| | Don't know | 1% | 2% | 1% | 3% | 2% |
| 15_c. Building walking and bicycle trails in Gahanna | More worthwhile | 49% | 58% | 46% | 53% | 51% |
| | Less worthwhile | 11% | 17% | 11% | 14% | 13% |
| | Makes no difference | 40% | 23% | 42% | 33% | 36% |
| | Don't know | 0% | 2% | 1% | 0% | 1% |
| 15_d. Develop indoor meeting space for Gahanna citizens to use | More worthwhile | 24% | 18% | 19% | 10% | 18% |
| | Less worthwhile | 27% | 35% | 31% | 39% | 32% |
| | Makes no difference | 49% | 45% | 50% | 50% | 49% |
| | Don't know | 0% | 2% | 0% | 2% | 1% |
| 15_e. Develop indoor recreation space for Gahanna citizens to use | More worthwhile | 40% | 48% | 49% | 31% | 43% |
| | Less worthwhile | 21% | 23% | 14% | 24% | 20% |
| | Makes no difference | 38% | 26% | 37% | 45% | 37% |
| | Don't know | 1% | 2% | 1% | 1% | 1% |
| 16. Keeping these projects in mind, some people say that even if it requires an increase of 1% in the city income tax, Gahanna should improve the quality of its community facilities or risk falling behind neighboring cities that compete for new residents and employers. Others say that Gahanna should not make any improvements that cost tax money. Which view do you agree with? | Improve facilities | 21% | 50% | 39% | 33% | 35% |
| | Make no improvements that cost money | 36% | 28% | 32% | 33% | 33% |
| | They have plenty of money to do projects without a tax increase [VOL] | 19% | 9% | 4% | 5% | 9% |
| | They will need to make improvements, but not now in this economy [VOL] | 17% | 5% | 18% | 11% | 14% |
| | Not sure [VOL] | 8% | 7% | 8% | 17% | 10% |

Facility improvements, by ward

The most important statistic in the ward by ward table involves the final item in the table (question #16). Although the ward samples are small, it suggests that Ward Two is somewhat more supportive of several infrastructure improvements than are the other wards. With the exception of indoor meeting space, this appears to be consistent among the several facility improvement items we asked about.

We caution the reader not to be preoccupied with the degrees of difference among the wards, however, because the ward samples are very small and we would need differences of 10% or more to have great confidence in those results.

Figure 45 Extent of overlap among preferred improvement projects



Extent of overlap among preferred improvement projects

The fact that respondents were asked their reaction to several different types of public investment in the Gahanna community and had varied reactions, raises the question of whether the same people were supporting multiple projects, and if so, how many.

The chart indicates that 32% found that none of the proposed projects made supporting a tax to fund them more worthwhile. On the other hand, that means, conversely, that 68% find at least one investment project that, while it does not necessarily make it worthwhile to vote to approve a tax to provide funding for it, at least makes support of such funding *more worthwhile*.

Notice that the sum of those supporting from two to five items provides a small majority (52%) who find that two or more of these projects make tax funding of such investments more worthwhile.

Figure 46 How proposed projects relate to each other in citizens' minds

Percent of those who consider that each project listed makes a tax increase to fund it more worthwhile who also consider other projects also make it more worthwhile

| | 15_a. Improvements to city swimming pools, including Hunters Ridge Pool and the Gahanna Swimming Pool which is presently failing | 15_b. Improvements to the athletic fields in the city parks | 15_c. Building walking and bicycle trails in Gahanna | 15_d. Develop indoor meeting space for Gahanna citizens to use | 15_e. Develop indoor recreation space for Gahanna citizens to use |
|--|--|---|--|--|---|
| Column percent | | | | | |
| 15_a. Improvements to city swimming pools, including Hunters Ridge Pool and the Gahanna Swimming Pool which is presently failing | 60% | | 45% | 57% | 49% |
| 15_b. Improvements to the athletic fields in the city parks | 58% | 48% | | 56% | 50% |
| 15_c. Building walking and bicycle trails in Gahanna | 71% | 77% | 80% | | 76% |
| 15_d. Develop indoor meeting space for Gahanna citizens to use | 32% | 32% | 29% | 37% | |
| 15_e. Develop indoor recreation space for Gahanna citizens to use | 64% | 67% | 64% | 85% | 85% |

How proposed projects relate to each other in citizens' minds

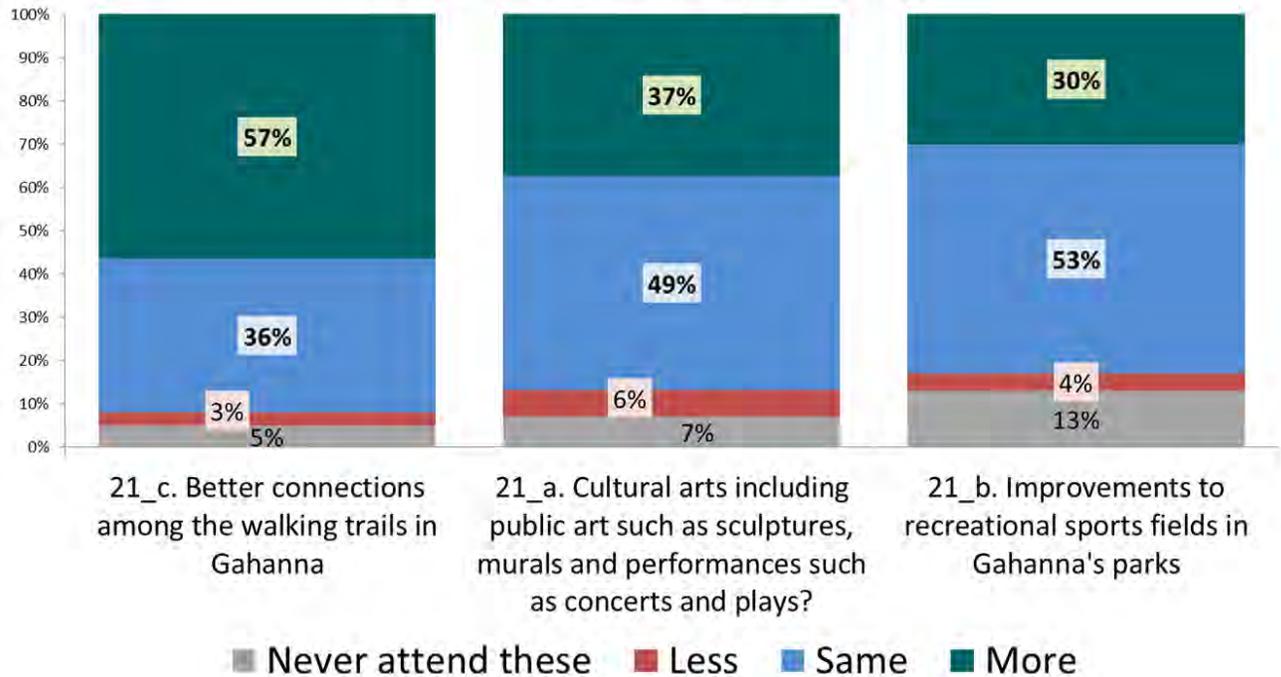
The table above demonstrates the ways in which citizens relate the projects to each other. For example, of those who say that improvements to the swimming pools would make support for tax funding for that project more worthwhile, 71% also say that building walking and bicycle trails would make it more worthwhile, but only 32% say that developing indoor meeting space would make it more worthwhile.

For each project, the largest percentage is in bold font.

Figure 47 Amenities: Trails, public art, and sports

City leaders are planning for the future of Gahanna and want your opinion. In the next ten years, would you like Gahanna to have more, less, or the same of each of the following:

(Source: Gahanna Registered Voter Survey, 2012, N=412)



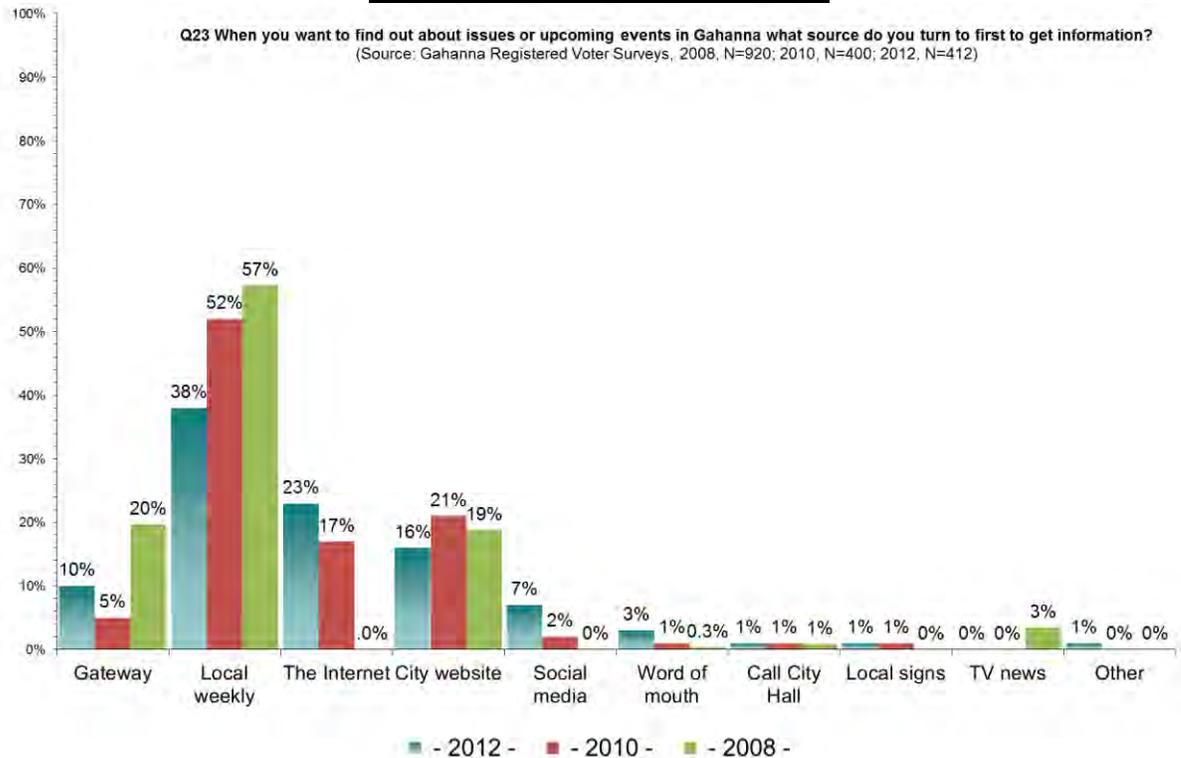
Amenities: Trails, public art, and sports

Respondents were asked what they would like to see more of or less of in Gahanna in the next ten years, and they were given three amenities to react to, as shown in the chart above. The one amenity of which a majority (57%) said they would like to have *more* was “Better connections among the walking trails in Gahanna.” On the other hand only 37% said they would like more public art, and 30% improvements to sports fields in the parks.

Each amenity divided primarily between those saying they would like more and those wanting the same. Very few indicated “less.” Thus, none of them is off-putting to the citizens. One important question underlying these amenities is whether there is a core constituency that would become organized and active in support of city action on behalf of such a project, and, conversely, whether the specific applications of each amenity could cause negative public reaction.

Part 7: Local Information Sources

Figure 48 Information Sources



Where do people find news about Gahanna?

Respondents were asked where they obtain news on a regular basis when they are looking for information about city issues, services and events.

As a source of Gahanna news, between 2008 and 2010, weekly newspapers declined from 57% to 52% as a primary source. In 2012 the weeklies dropped again, but at a rate much more rapid than between 2008 and 2010, to a new low of 38%.

As a statistic, the latter decline was clearly increased by the addition of the mail/online sample, a group that communicates in a fundamentally different manner than the traditional electorate. However, this decline is not just a statistical artifact of the change in sampling method. It parallels much of the changing fate of printed news nationally. But it is not only print media that are in decline. The major traditional news channels are also declining as a source of local news. For example, Television, which had been cited by 3% in 2008 was cited by no one in 2010 or 2012 as a primary source of Gahanna news.

In a related change, the publication *Gateway* declined between 2008 to 2010 from 20% to only 5% and then in 2012 rose to 10% of the respondents citing it as a primary source for local Gahanna news.

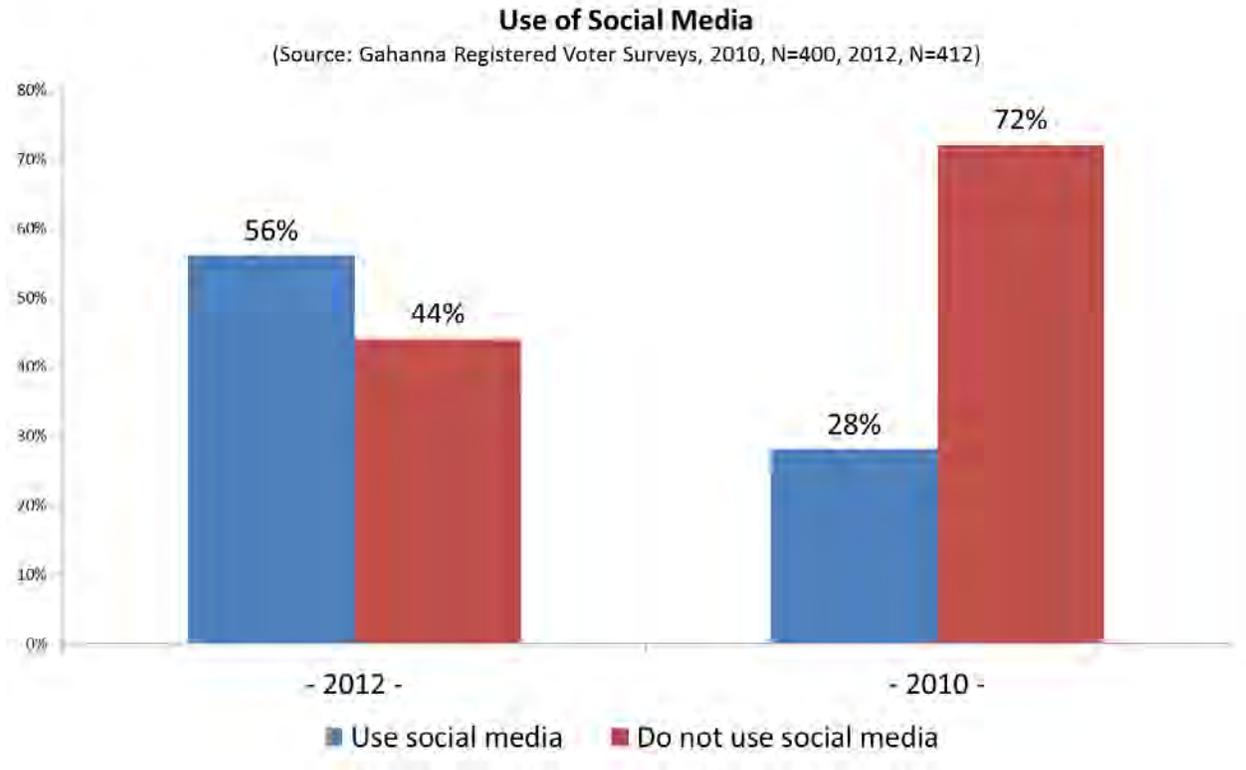
In 2008, the Internet was included in the questioning only to measure the prevalence of use of the Internet, and potential access to the Gahanna website – not as a general source of Gahanna news. In 2008, social networking sites were also not included as a

category because they were not yet a prevalent form of communication. In 2010 both the Internet as a whole and the social networking sites in particular were included as responses and garnered 19% of the responses, very close to the city website percentage (21%). In 2012, social media rose to 7% from 2% in 2010 and the Internet rose from 17% to 23%. Another 16% said they check the city's website. Thus, about 46% appear to be getting their community news via an Internet connection of some type rather than from "traditional media."

As a replacement of local print and other mass media as a source of local information the web-based electronic media are fragmented and they require the citizen to take the initiative. Unlike traditional weekly newspapers and local network news, there is no spoon-feeding of local information chosen by editors, prompted by press events and news releases written by the city, and delivered to a passive reader. In contrast, the Internet requires that the reader take action to find a topic of interest. Unlike reading a local weekly, unless the citizen is seeking local information he or she will not find it.

On the other hand, if a citizen signs up for notifications on Facebook, or from businesses in Gahanna, or is on city sponsored email list, or an e-publication like *Columbus Underground* the Internet is not a source of local news comparable to the weeklies.

Figure 49 Use of social media



Use of social media

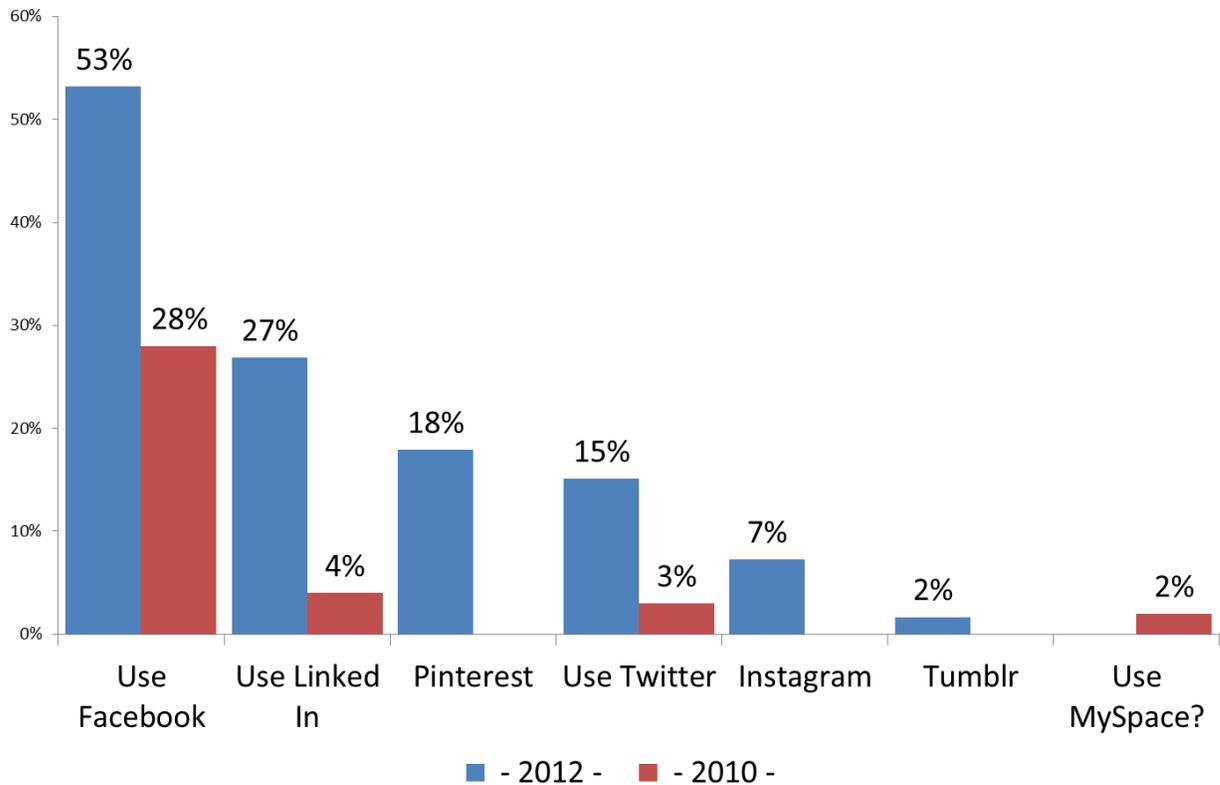
While the previous chart (Figure 48) related to the use of various media, including social media, to learn specifically about Gahanna events, Figure 49 above deals only with the use of social media.

First, notice that in 2010, only 28% said they used social media while in 2012, 56% said they do so. Again, this result was no doubt influenced by the use of a new, more thorough, sampling technique. But it was also influenced by the rapid change through the society in this respect.

To remove (statistically) the effect of the changed sample we can consider only the portion of the 2012 sample that was contacted by telephone as was the sample in 2010. (No chart is shown for this result.) That analysis shows that the use of social media among that portion of the electorate had risen from 28% to 45%. Thus, even if we had not used the expanded sample technique, we would have reached a similar conclusion – that the social media are rapidly supplementing or even displacing other forms of communication. (Also see Figure 50.)

Figure 50 Which social media are used

(Source: Gahanna Registered Voter Surveys, 2010, N=400, 2012, N=412)



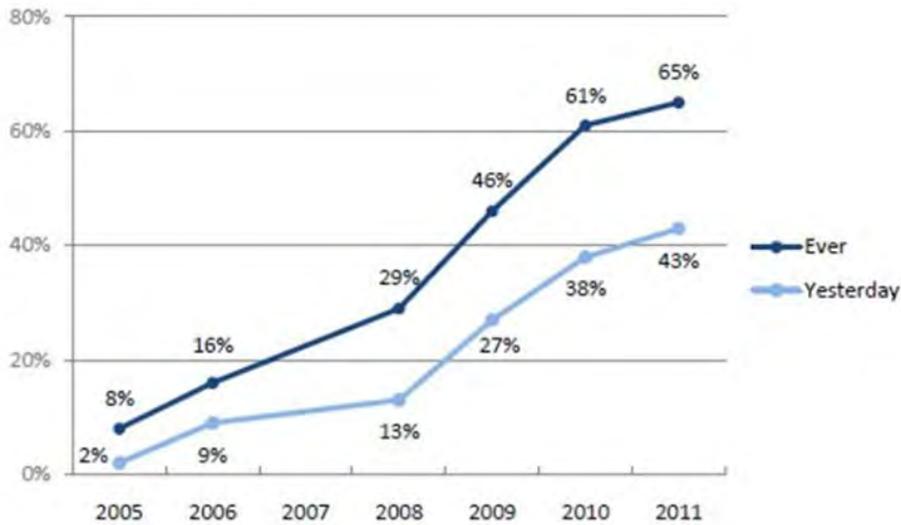
Which social media are used

The 56% of respondents who indicated they use social networking media were asked which of the services they use. More than one response was accepted for each person who offered more than one. Of all of the commonly used social networking sites, Facebook, with 53% of respondents in the survey, continues to be completely dominant compared to the other sites. However, it is also very interesting that the other sites are picking up adherents. For example, LinkedIn rose from 4% in 2010 to 27% in 2012. Pinterest, only in beta form at the time of the 2010 survey rose to 18% by 2012. Twitter rose by a factor of five, from 3% to 15%. Instagram, also a start-up in 2010, rose to 7% by 2012. Tumblr, established in 2007 had only 2% by 2012 among Gahanna registered voters.

Figure 51 2005 – 2011 Changing use of Social Networking Sites among US Adults

Social networking site use by online adults, 2005-2011

The percentage of all adult internet users who use social networking sites since 2005



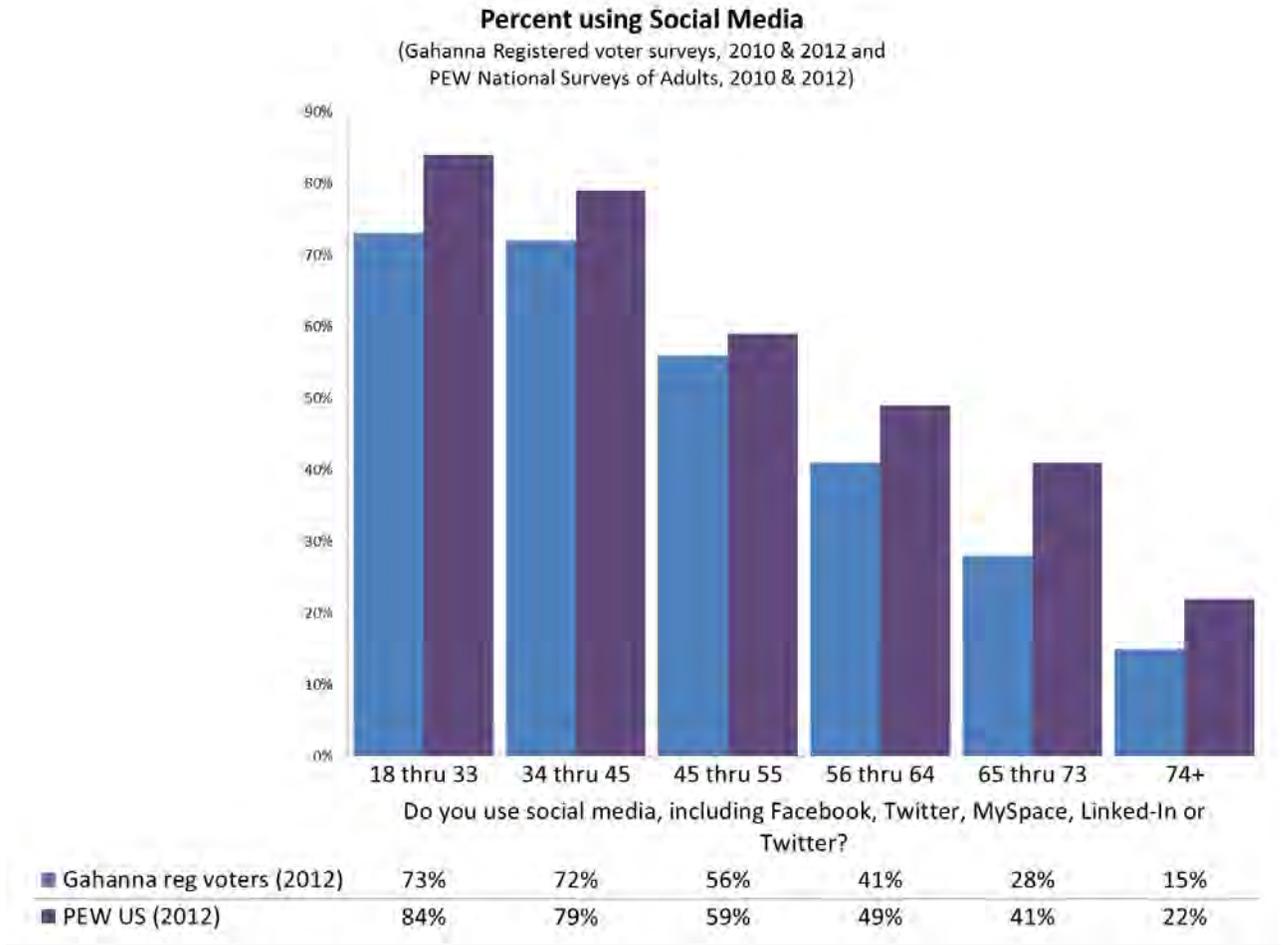
Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Source: <http://pewresearch.org/pubs/1831/generations-online-2010>

2005 – 2011 Changing use of Social Networking Sites among US Adults

According to the PEW Research Surveys, a highly reliable social survey source, the use of social networking sites has grown rapidly since 2005, and the growth in use was especially great since 2008 when the first Gahanna Community Survey was conducted. Gahanna has been in line with these national trends.

Figure 52 Age and the use of social media in Gahanna and the United States, 2012



Age and the use of social media in Gahanna and the United States, 2012

Comparing the age profile of Gahanna social media users to the national PEW survey provides an interesting contrast. The two samples are, of course, dissimilar – Gahanna respondents are registered voters while the PEW sample is of all adults. However, both surveys were designed to capture responses from cell-phone users as well as landline telephone users.

With those caveats, we can see that Gahanna follows the same age tendencies as the nation in terms of social network use. The differences in the samples probably account for the apparently lower rates of use in Gahanna than nationally because registered voters tend to be older, on average, than the non-registered population.

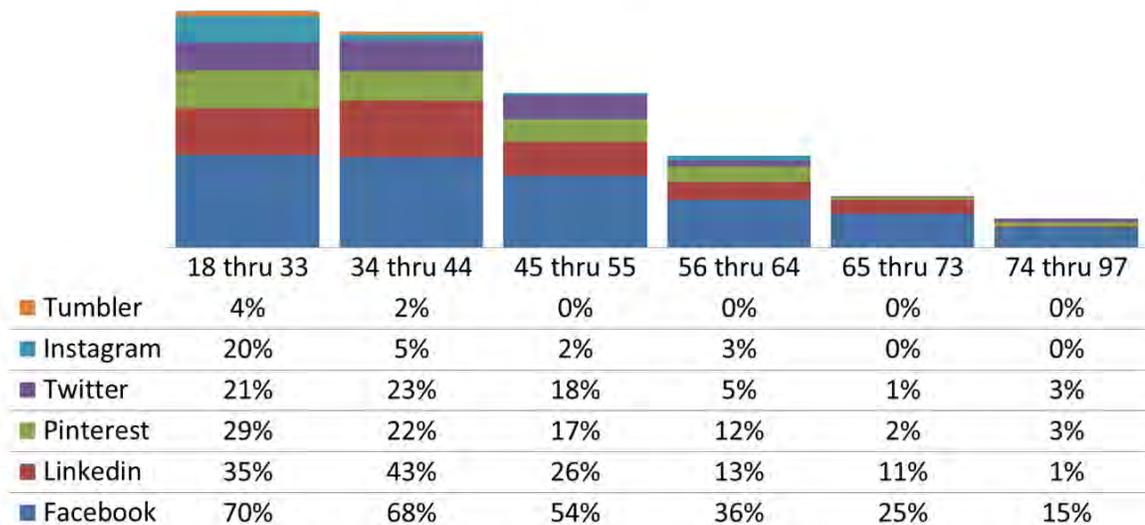
As one would expect, the use of social media is far more prevalent among those younger than 45 than among those older. However, note two things about this. First, although they are less likely to be social media users, the population older than 45 has a great many social media users in its age cohort. In fact among voters 45 – 55, more than half (56%) say they use social media.

The combination of the rising rate of adopting the use of social media and the fact that the younger population cohorts will displace the older in a matter of time, means that all age groups will soon have majorities using these kinds of communication tools. This is, of course, barring the likely development a revolutionary new communications form that would supersede current innovations. Even with that, however, the traditional media will have been completely superseded within five or at the very most, ten years by the combination of aging and rates of adoption of communication innovations.

Figure 53 Total aggregated use of social media, by age group

Aggregate use of all Social Media
Many respondents use multiple social media sites. Therefore some columns sum to more than 100%.

(Source: Gahanna Registered Voter Survey, 2012, N=412)



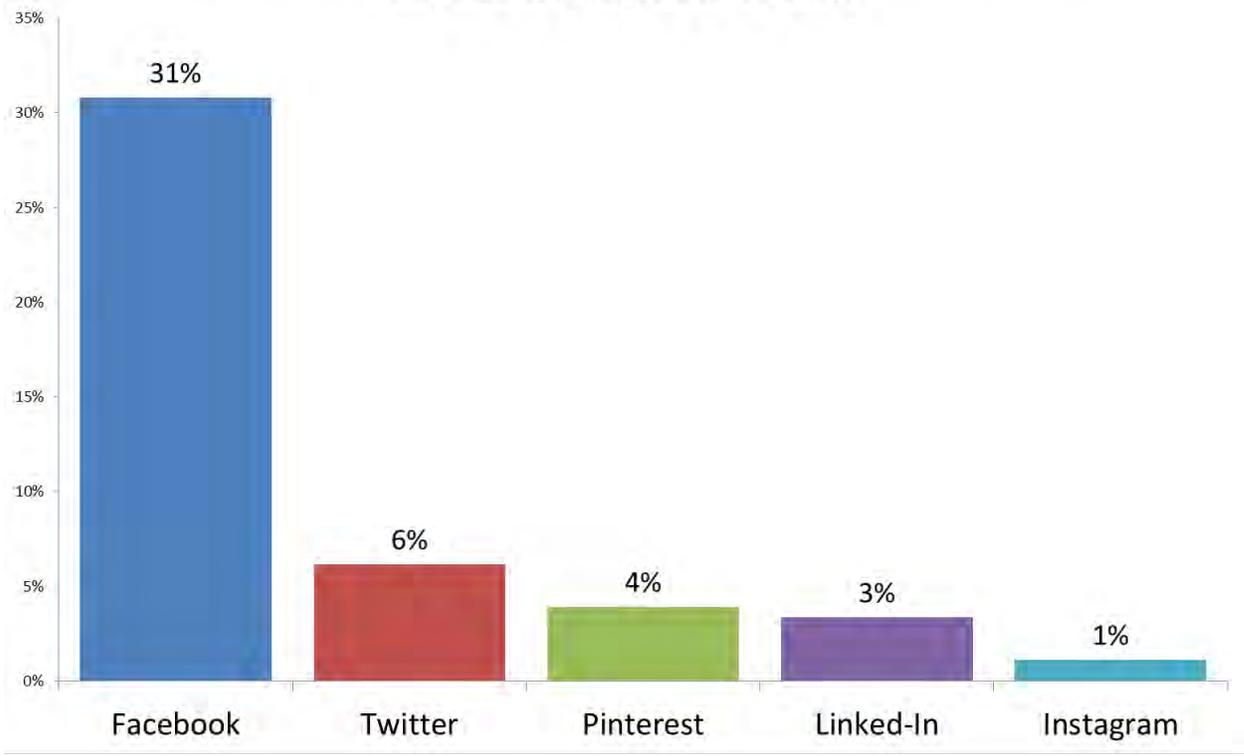
Total aggregated use of social media, by age group

In the figure above we again see the relationship of age to use of social media. However, in this case, we have broken down the specific social media services into the component parts to show each separately as well as combined. Many respondents use more than one such service. Thus, for example, of those 18 – 33, 70% use Facebook, but many (35%) use Linked In, and many of these are using both Facebook and LinkedIn.

One of several interesting features of this table is that it reveals the differences and similarities between the youngest (18-33) and next youngest (34-44) age segments. While they are about equal in their use of Facebook, the 34-44 year old respondents are more likely (43%) than their younger peers (35%) to use LinkedIn, a service more suited to those in a career-building stage. However, the younger group is more likely (20% v 5%) to use Instagram, a service that focuses on those using smart-phone cameras. The industry consensus is that such mobile applications are the key growth element in the online market, and thus critical to online strategies for the coming decade. The youthful embrace shown here of Instagram is local evidence of this national trend.

Figure 54 The social media sites Gahanna voters rely on for local information

Which, if any of these, do you rely on for keeping on top of local events you may want to participate in or attend?

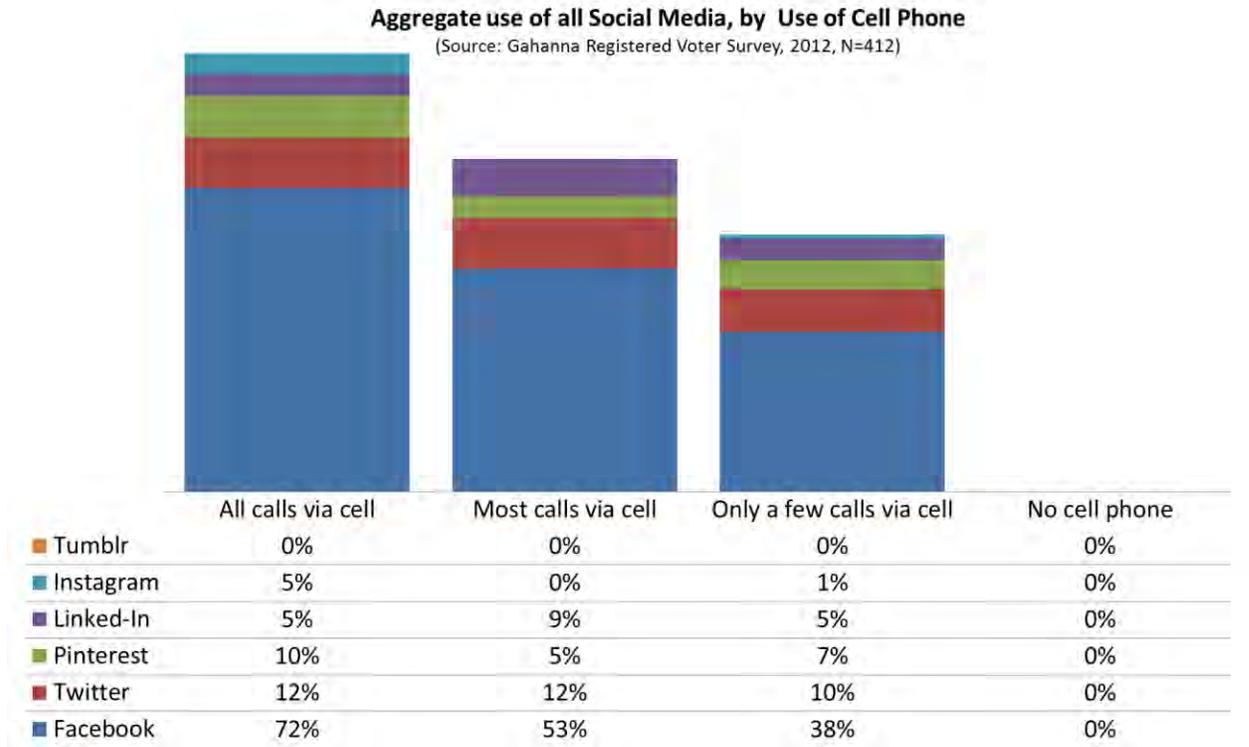


The social media sites Gahanna voters rely on for local information

Currently, the social media site on which more people rely than any other for learning about local events is Facebook. However, it appears that most people use Facebook as a service for communicating with friends and others rather than as a reference and look-up guide for current events and local resources. For this reason, we suspect that in terms of keeping up with public affairs of the city government, the current effect of Facebook on issue awareness is probably limited.

The exception to this would occur when a local event or cause excites interest or passion and thus causes people to discuss the matter with friends on Facebook.

Figure 55 How use of social media relates to use of cell-phones



How use of social media relates to use of cell-phones

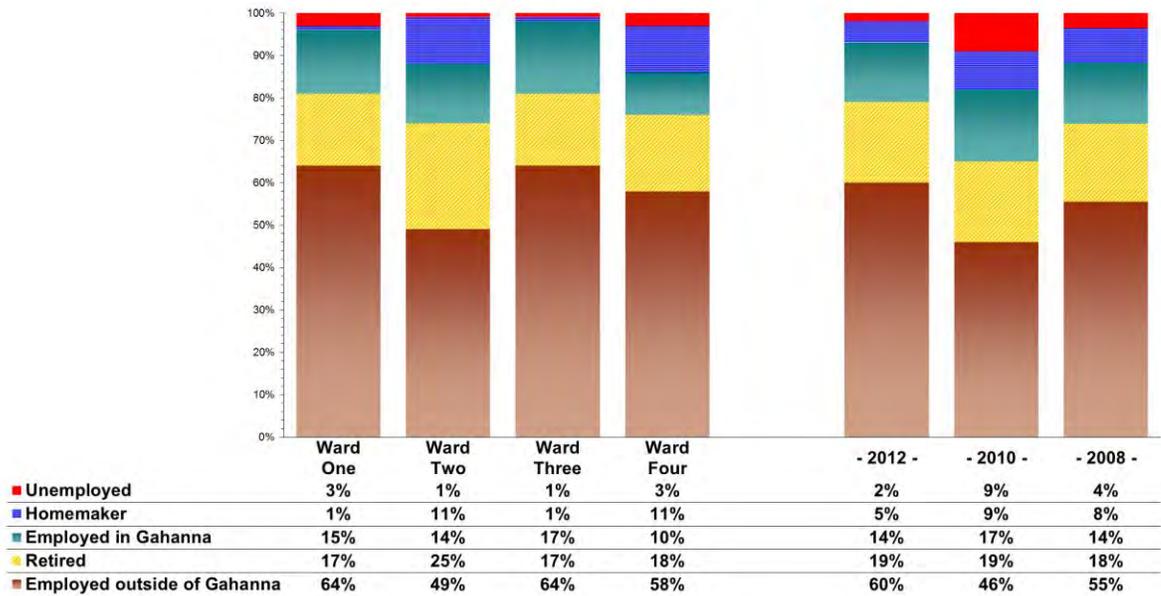
The use of social media is closely related to the broader revolution to the use of cell phones. Those who use only a cell phone are considerably more likely to be on Facebook (72%) than those who make most calls on a cell phone (53%), and almost twice as likely as those who use a cell phone for only a few calls.

Oddly, participation in other social media sites does not reflect the same tendency. It is only Facebook that makes the difference. It seems likely that the reason for this is that while early adopters of the other services are approximately equally represented across the gamut of cell-phone use levels, Facebook has been available for a longer time, and has enjoyed much more publicity.

Part 8: Demographics

Figure 56 Employment Profile, by Ward

(Sources: Gahanna Registered Voter Surveys, 2008 N=920; 2010 N=400; 2012, N=412)

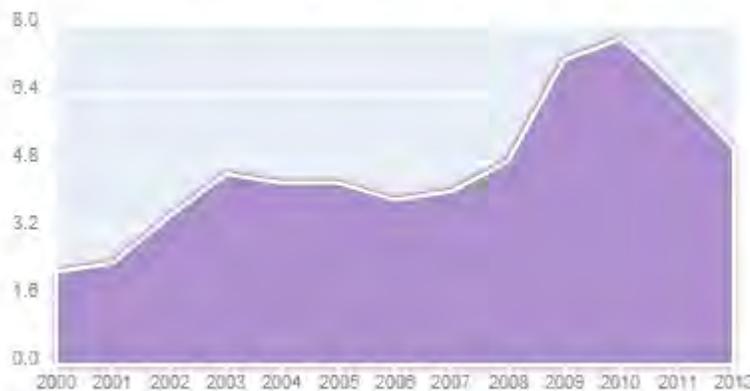


Employment

In 2012, as in both 2010 and 2008, most respondents were employed. They were employed either outside of Gahanna (60% in 2012, 46% in 2010, and 55% in 2008) or within Gahanna itself (14% in 2012 and 2008 and 17% in 2010).

Figure 57 Gahanna unemployment Rates 2000 - 2012

Unemployment by year (%)

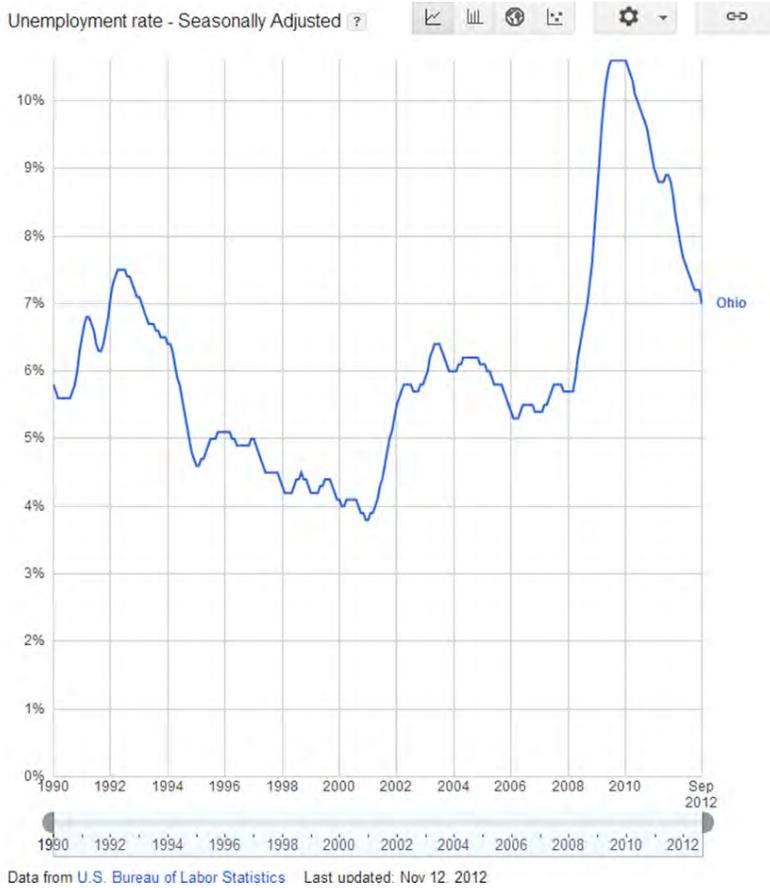


Source: <http://www.city-data.com/city/Gahanna-Ohio.html>

As might be expected, unemployment more than doubled among residents in Gahanna between 2008 and 2010, rising from 4% to 9% reflecting an increase that had started somewhat earlier and ended a bit higher at the state level in Ohio (see next page, Figure 58). By 2012, however, the Ohio and national trends toward increasing employment showed in the reduction in

unemployment among Gahanna's adults in general to 5% in data provided by the State of Ohio and reported by city-data.com, and to 2% in the survey of registered voters. The latter figure represents primarily people moving from the unemployed and homemaker categories to the employed category.

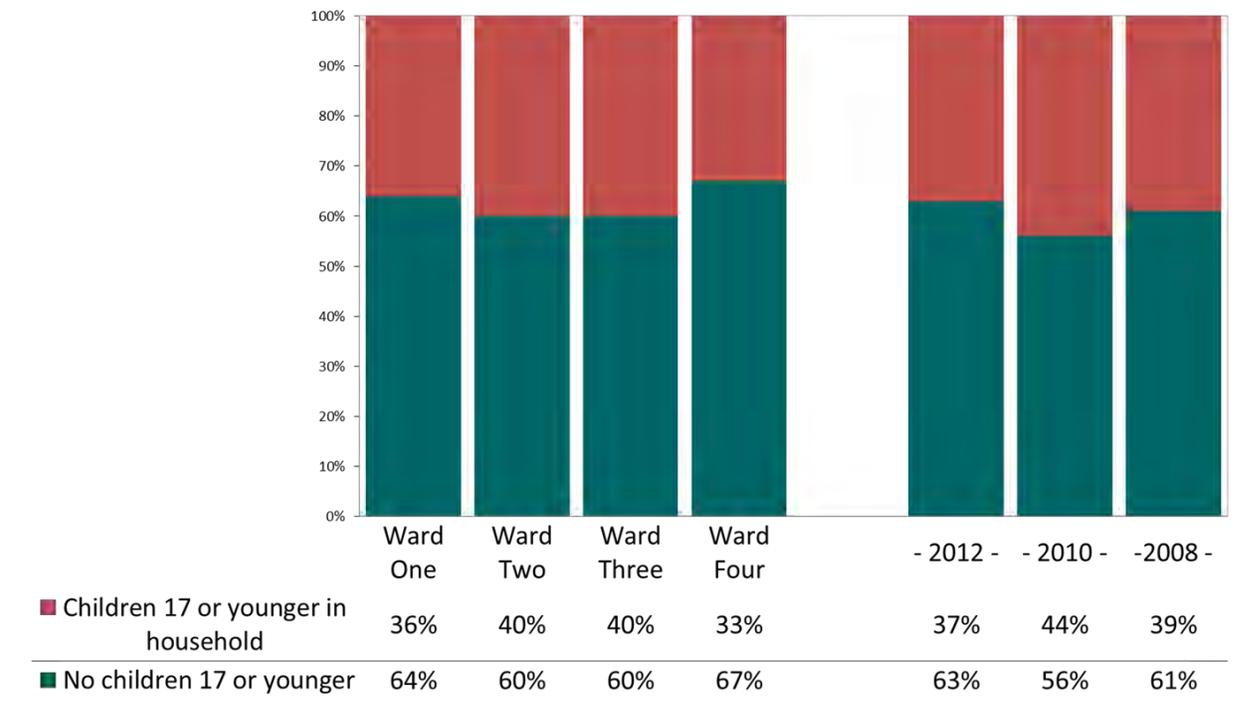
Figure 58 Ohio Unemployment



The percentage of retired persons in the Gahanna electorate remained constant throughout the three surveys. A total of 18% in 2008 and 19% in both 2010 and 2012 indicated that they are retired. This is quite high given that only 11% were 65 years and older according to the American Community Survey (ACS) 2009-2011. However, the Gahanna survey was conducted only with registered voters, and older people are much more likely to register. Moreover, the ACS also showed that 21% receive some form of retirement income. Thus the 19% shown in the Gahanna 2012 survey appears to be on target.

Figure 59 Children Living in the Household

(Source: Gahanna Registered Voter Survey, 2012)

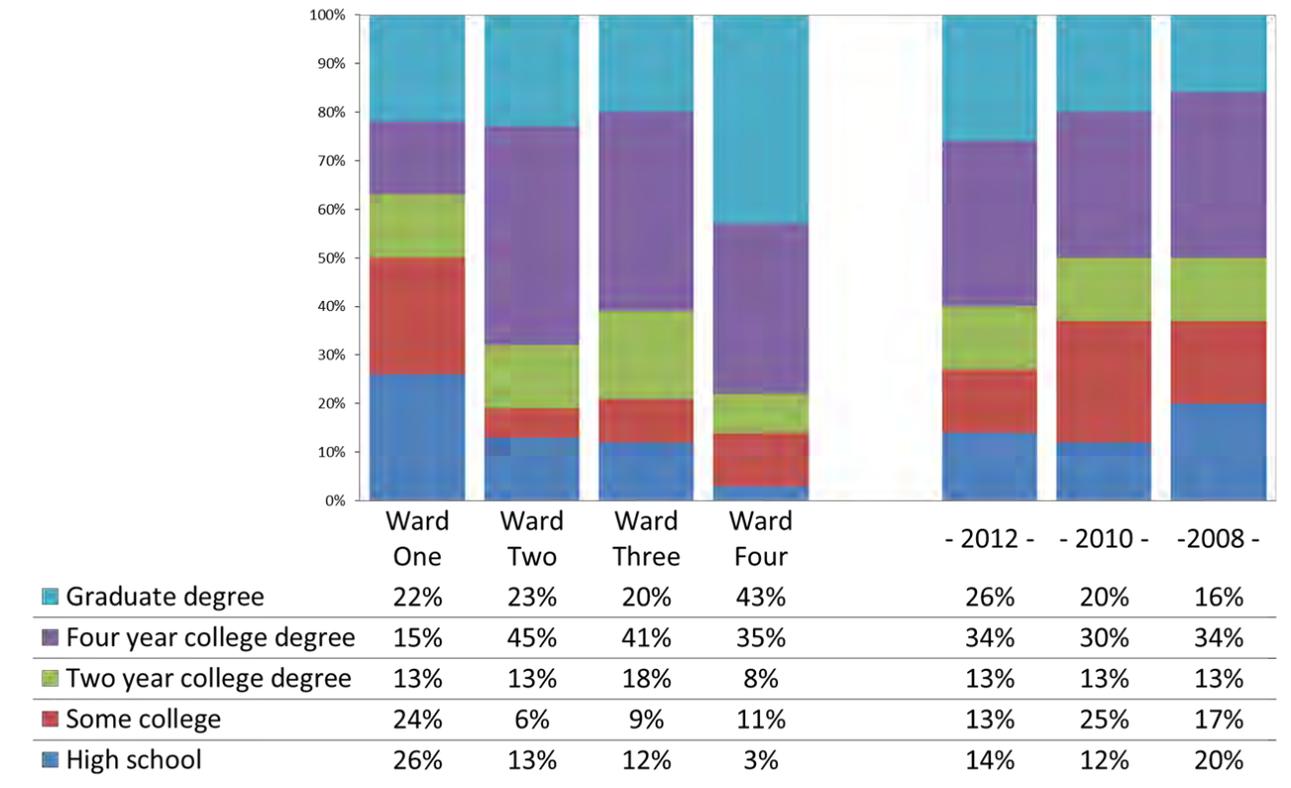


Children in the household

More than one-third of respondents (37%) indicated in 2012 that they have children under the age of eighteen living in the household. There is little difference among the wards in this respect. The minor fluctuations between 2008 and 2012 can be ignored as sampling variance.

Figure 60 Education

(Source: Gahanna Registered Voter Survey, 2012)



Education

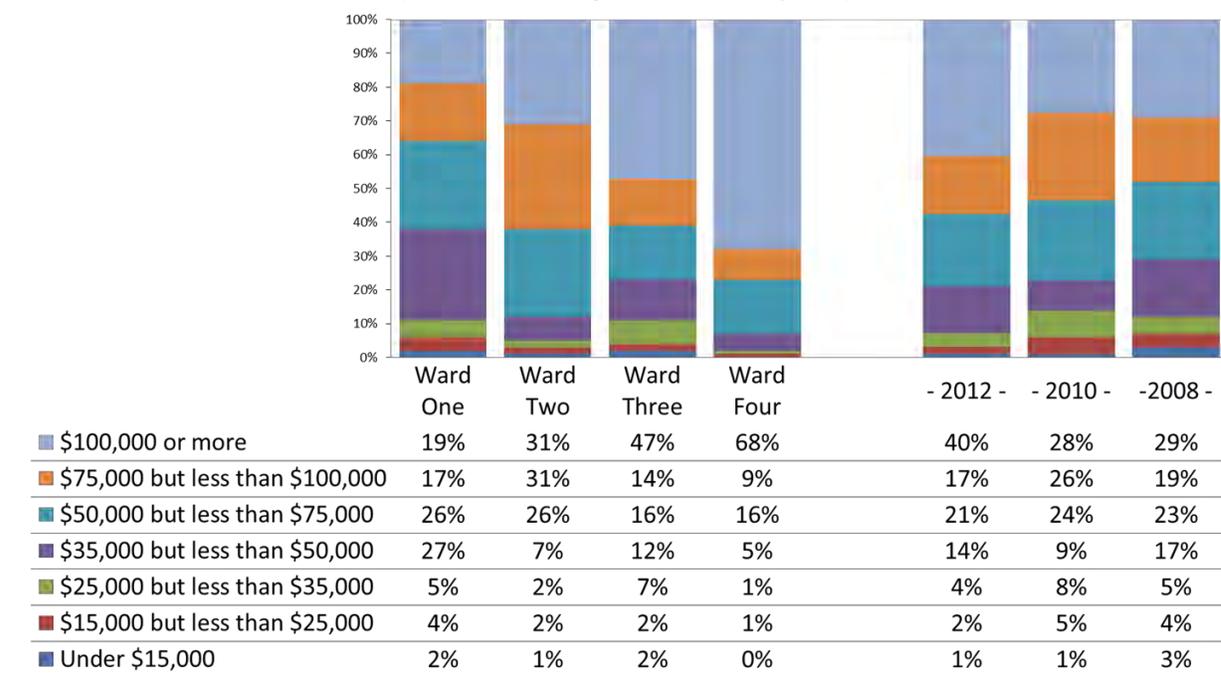
In 2012, as in 2008 and 2010, 50% of the respondents indicated that they have either a four-year college degree (30%), or indicated they have graduate degrees (20%). However, the percent with graduate degrees has increased from 16% in 2008 to 26% in 2012.

Those with a two-year college degree remained constant at 13%. There was a decrease from 20% to 14% of those whose highest level of education was high school or less.

There is a substantial difference among the wards in terms of education level, with Ward One have by far (25%) the highest level of those with no more than a high school education, and Ward Four having the highest level of those with graduate degrees (43%).

Figure 61 Household Income

(Source: Gahanna Registered Voter Survey, 2012)



Income

Income in the top category (\$100,000 or more) increased from 28% in 2010 to 40% in 2012. According to the ACS 2009 – 2011, the percent of the *general population* in Gahanna with household incomes of \$100,000 or more was 32%. We would expect that incomes of registered voters would be somewhat higher than those of the general public, and that incomes would have increased from the average of the ACS surveys for 2009 through 2011 as employment increased and population with post graduate education increased in Gahanna. Thus the estimate of 40% in the \$100,000+ among registered voters appears reasonable.

A Few Key Conclusions

Communications. Among the key findings in this survey is the extent to which the Gahanna public is changing in terms of the communications methods it relies upon. While this is broadly understood, we see in this survey very concrete evidence of how the change is related to perceptions.

The changes apparent in this survey when compared to the 2010 and 2008 surveys in part caused by the changed sampling methodology which produced a more accurate representation of the extent of “cell-phone-only” households than did previous surveys.

But there is more to this than simply a change of survey sampling method. The communications system that existed for many years was based on groups, not individuals. At the smallest level, the household, a single number served all members of a household. Communications in the community of households was based on one or two newspapers (increasingly only one or none) serving a city. It was based on three major networks with local affiliates of national organizations.

Parallel with the proliferation of cable channels and the development of the Internet, cell phones began to displace the household phone, changing the basis of household communication from the group to the individual. Newspapers virtually collapsed in many markets as people sought news individually from many websites or subscribed to news feed. In each case, customization to individuals was becoming the focus. The coming of social media completed the process of standing the group-based paradigm on its head, making the individual the broadcaster rather than (or as well as) the recipient. The cell-phone made the individual and not the household the focus of communication. The conversion of telephone and Internet access to mobile formats telephonic and increasingly online communication independent of a physical household as an anchor.

All of this meant that increasingly the individual and not the community as a whole was rapidly becoming the focus of all communication and even the originator of much communication going to groups of “friends.”. Both the diffusion of innovation and the displacement of older by younger population cohorts have created momentum that is accelerating these changes.

Influences on changes in local opinion and demographics. Two major influences on local opinion are apparent in the survey results. First, Gahanna is distinct from, but influenced by, national trends in opinion and employment. It is part of the nation, and tends to move in the same direction as the nation as a whole. In terms of job ratings of local government, the sense that things are “headed in the right direction” in Gahanna, and in terms of employment level, Gahanna reflects national trends.

Second, the change in communications from centralized and group-oriented communication to decentralized and individually oriented, coupled with the rise of social networks to fill the information void, has given rise to a situation in which it is very difficult for a central government, especially local government (which increasingly lacks weekly print media circulation), to communicate well with a local audience about local,

community-oriented issues. Thus, those the rapidly increasing proportion of the population who use only cell-phones for personal communication also have the greatest tendency to use social networking media, tend to have considerably more negative views of local government. They simply do not participate in what as recently as two or four years ago were considered the normal form of local communication.

Optimism. People like living in Gahanna. That has not changed since 2008. They tend to think things locally are “headed in the right direction.” Increasingly they utilize the recreational potential of the Creekside development. They rate the parks well. They find government to be efficient.

City official job ratings. In this era of widespread anti-government feeling, the job ratings of both the mayor and the council remained positive, though they continued the slippage first seen between 2008 and 2010.

Contacting City Hall. As in previous surveys, about half of the citizenry, Many people, 49%, contacted City Hall during the twelve months prior to the survey. In 2008, 92% had said that regardless of the outcome of their call, they had been treated courteously and respectfully. In 2010, that percentage rose to 98%, a significant improvement. In 2012, the analogous percentage was 94%, not a statistically significant change. Basically citizens are satisfied that they are treated well when making contact with the city.

Rating departmental functions. Ratings of the various functions performed by city departments were highly positive in 2010. As in 2010, the best rated function was park maintenance which had a 98% positive rating. Even the least well rated function, economic development had an 89% positive rating.

Raising tax rate to 2.5%. Most residents who are registered to vote continue to oppose raising the city income tax (68%). However, when told of the fact that only earned income is taxed and that maintenance of city facilities would depend on passage, opposition, while still in the majority, declined by 10 points to 58%.

Appendix A: Survey Questionnaire

**IN PROGRAMMING SAMPLE IN CATI SYSTEM - VERY IMPORTANT - PLEASE NOTE:
WHEN A RESPONDENT AGREES TO PARTICIPATE, I NEED THE ENTIRE SAMPLE
RECORD – NAME, PHONE, WARD, PRECINCT, ADDRESS ETC – EVERYTHING –
BROUGHT INTO THE RECORD.**

SCREEN:

Hello, my name is..... with CJI Research. We are conducting a survey today concerning community issues in the City of Gahanna. The survey is sponsored by the Gahanna City government and concerns questions about living in Gahanna and about city services. May I speak with [PERSON NAMED ON VOTER LIST]. The survey takes about fifteen minutes.

IF INITIALLY SAMPLED RESPONDENT IS NOT AVAILABLE, FOLLOW RULE FOR SELECTING BACKUP. IF NONE AVAILABLE, ASK FOR A CALL-BACK TIME FOR THE INITIAL RESPONDENT.

Note gender: 1. Male 2. Female

I would like to begin by assuring you that your answers will be completely confidential. The city will receive only a statistical report after we talk with 400 people. Your name will not be mentioned.

1 Now for the first question -- Do you use a cell phone?

(1) Yes (a)

(2) No (Q1a)

(a) Am I speaking to you on a cell phone now?

(1) Yes → Are you in a place that is safe to talk, or are you driving or in an unsafe location? (If not in safe place or if driving – arrange call back)

(2) No

(b) Do you receive all, most, or only a few of your phone calls on your cell phone?

(1) All

(2) Most

(3) Only a few

(4) REF

(c) Do you currently reside and vote in Gahanna? **[IF A CELL USER, WE HAVE TO CHECK THIS]**

(1) Yes [CONTINUE]

(2) No **[THANK RESPONDENT FOR STARTING, BUT TERMINATE:** “I appreciate your starting the survey, but we need to interview only current Gahanna residents in order to get accurate and in-depth information for the City.]

2 For about how many years have you lived in Gahanna?

_____ years

Refused **[THANK RESPONDENT FOR STARTING, BUT TERMINATE:** “I appreciate your starting the survey, but we need to have answers to questions such as this in

order to get accurate and in-depth information for the City.”)

- 3 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?
- (1) excellent
 - (2) very good
 - (3) good
 - (4) not very good
 - (5) poor
 - (6) Not sure
 - (7) REF
- 4 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?
- (1) Right direction (a)
 - (2) Wrong direction (b)
 - (3) [VOL] Not changing (0)
 - (4) Not sure (0)
- (a) When you say things in Gahanna are headed in the right direction, can you describe in your own words what you mean?
- (b) When you say things in Gahanna are off on the wrong track, can you describe in your own words what you mean?
- 5 What would you say is the most important challenge facing the City of Gahanna?

| | | a. | | | | | b. | | |
|----|---|----------------|---------------------|-------------------------|--------------------|---|----------|---|---|
| 6 | Overall, how satisfied have you been with each of the following in the past twelve months? [REPEAT FOR EACH]: "How satisfied are you with... in the past 12 months" | Very satisfied | Some-what satisfied | Some-what dis-satisfied | Very dis-satisfied | No experience with this / No contact with this dept | Not sure | Have you had a problem with this in past 12 months? | |
| A. | 1. How satisfied are you with police response when you or others have called them in the past year? 2. In the past year have you noticed or heard about any problems with police response to problems? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N |
| B. | 1. Trash and yard waste pickup. 2. In the past year have you experienced any problems with the trash and yard waste pickup? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N |
| C. | 1. Services of the Water Department. 2. In the past year have you experienced any problems with services of the | 4 | 3 | 2 | 1 | 5 | 8 | Y | N |

| | | | | | | | | | |
|---|--|---|---|---|---|---|---|---|--|
| Water Department? | | | | | | | | | |
| D. 1. Street maintenance, such as repairing pot-holes, and keeping pavement in good condition. 2. Currently are there any problems with street pavement in your neighborhood you feel have been neglected by the City? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N | |
| E. 1. Not including Blues and Jazz Festival and Holiday Lights. how satisfied have you been with the recreation programs sponsored by the Gahanna Parks and recreation Department? 2. In the past year, have you experienced any problems with Gahanna's Parks and Recreation programs? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N | |
| F. 1. Police coverage of the part of Gahanna where you live. 2. In the past year have you noticed any lack of police coverage of your part of Gahanna? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N | |
| G. 1. The sense of safety from crime in Gahanna. 2. In the past year have you had reason to be particularly concerned about crime here? | 4 | 3 | 2 | 1 | | 8 | Y | N | |
| H. The City's efforts to stimulate jobs and economic growth | 4 | 3 | 2 | 1 | 5 | 8 | | | |
| I. In the past two years, have you visited a Gahanna City park? | | | | | | | Y | N | |
| J. [IF Q6i=Y] Which one park have you visited most often? (This is unaided. On interviewer screen, list the parks and provide an optional blank) | LIST OF PARKS FOR CATI: Academy Park; Friendship Park; Gahanna Woods; Hannah Park; Headley Park; Pizzurro Park (including the dog park); Shull Park (including "The B.A.S.E."); Veterans' Memorial Park; Woodside Green Park | | | | | | | | |
| [IF Q6i=N, SKIP TO Q7] | | | | | | | | | |
| K. 1. In the past year, how satisfied have you been with the way the parks have been maintained? 2. In the past year have you experienced Any problems with a lack of maintenance in any Gahanna city park? | 4 | 3 | 2 | 1 | 5 | 8 | Y | N | |

- 7 Are you the person in your household who handles filing taxes?
- (1) Yes (continue with Q0)
 - (2) No (skip to Q9(7))
 - (3) Refused (skip to Q9(7))

- 8 A change was made a year ago in the way Gahanna City income tax is collected. The rate did not change, just the way people report their income and pay the tax. An organization called RITA [PRONOUNCE LIKE THE GIRL'S NAME] now collects the City of Gahanna income tax so that residents file their return with RITA rather than directly with the City of Gahanna as in the past. Were you aware of that change before I just mentioned it?
- (1) Yes
 - (2) No
 - (3) Not sure

[IF "YES" TO BOTH Q7 and Q8] CONTINUE WITH Q9. OTHERWISE SKIP TO Q10]

- 9 No one likes to file and pay taxes, but since it has to be done, Gahanna City officials would like to know if citizens are satisfied with process of filing your city tax through RITA instead of directly through the city. Are you....
- (1) Very satisfied
 - (2) Somewhat satisfied
 - (3) Somewhat dissatisfied
 - (4) Very dissatisfied
 - (5) [VOL] No experience with this
 - (6) [VOL] No contact with RITA
 - (7) [VOL] Not sure

- 10 I would like to ask you about various officials and departments of Gahanna City government. For each one I read, would you tell me if you consider the job performance of the officials very good, good, just average, poor, or very poor? Thinking of only the past two years, how would you rate the ...

| RANDOMIZE ORDER OF THE FOLLOWING SECTION | Very good | Good | Just average | Poor | Very poor | Not sure |
|--|-----------|------|--------------|------|-----------|----------|
| a. Overall job performance of the Mayor of Gahanna? | 5 | 4 | 3 | 2 | 1 | 8 |
| b. Overall job performance of Gahanna City Council? | 5 | 4 | 3 | 2 | 1 | 8 |
| c. Not including Gahanna schools and the Fire Department which are not run by the City of Gahanna, how would you rate the city services you and other taxpayers get for the tax you pay to the City of Gahanna? | 5 | 4 | 3 | 2 | 1 | 8 |
| d. How efficiently the City officials in Gahanna have been operating city departments in the sense of holding down costs and avoiding waste | 5 | 4 | 3 | 2 | 1 | |
| e. How well the city has kept people informed about major issues that might affect city services or local taxes | 5 | 4 | 3 | 2 | 1 | 8 |

- 11 In the past two years, have you called or gone to any office of the City of Gahanna for any reason, whether City Council, the Mayor's office, or a department?
- (1) Yes (a)
 - (2) No (12)
 - (3) Do not recall (12)

(a) Which office or department did you contact? (If multiples, which did you contact most recently?)

- (1) A Council member's office
- (2) The Mayor's office
- (3) Parks and Recreation
- (4) Planning / permits / zoning

- (5) Police
- (6) Service department / water / Sewer / Trash
- (7) Finance (including Tax Division)
- (8) Does not recall

- (b) Did you contact them just for information only or to resolve an issue, provide a permit or take other action?
 - (1) Just for information (c)
 - (2) Resolve an issue/take other action (d)
 - (3) Do not recall (e)
- (c) Did the people you reached provide the information you needed?
 - (1) Yes (e)
 - (2) No (e)
 - (3) Do not recall (e)

(d) Regardless of whether it turned out as you wished, how satisfied were you that the people you reached resolved the issue in one way or another?

- (1) Very satisfied (e)
- (2) Somewhat satisfied (e)
- (3) Not very satisfied (e)
- (4) Very dissatisfied (e)
- (5) Do not recall (e)

- (e) Regardless of how your inquiry turned out, were you treated in a courteous, respectful manner?
 - (1) Yes (12)
 - (2) No (f)

(f) Can you tell me in what way you were treated poorly? _____

- 12 On a different subject now...Gahanna has a city income tax of one and one-half percent. The rate of one and one-half percent has not changed since voters first approved it in 1977. One of the options the City is considering is a one percent change in the tax rate, which would bring the tax to two and one-half percent. If this change in rates were put to a vote, would you approve or disapprove of it?
- (1) Approve
 - (2) Disapprove
 - (3) Not sure
- 13 The city income tax applies only to income from earned income, which includes only income from salary and wages reported on a W2 form. There is no city income tax on pensions, Social Security, or investment income. Knowing that, would you approve or disapprove of this tax increase?
- (1) Approve
 - (2) Disapprove
 - (3) Not sure
- 14 If voters approved this tax increase, it could provide funds for routine operations and maintenance that the City currently cannot afford to fully fund. This includes things like repairing city streets, replacing aging police cars and police computers, field and park maintenance and trucks and other aging equipment used by the parks department. Knowing that, would you approve or disapprove of this income tax change?
- (1) Approve
 - (2) Disapprove
 - (3) Not sure

- 15 If voters approved this tax increase, it could fund not only maintenance but also certain improvements. For each one, please tell me if you feel it would make approving a tax increase more worthwhile, less worthwhile or make no difference if it were included in the improvement plan.
- (a) Improvements to city swimming pools, including Hunters Ridge Pool and the Gahanna Swimming Pool which is presently failing
 - (b) Improvements to the athletic fields in the city parks
 - (c) Building walking and bicycle trails in Gahanna
 - (d) Develop indoor meeting space for Gahanna citizens to use
 - (e) Develop indoor recreation space for Gahanna citizens to use
- 16 Keeping these projects in mind, some people say that even if it requires an increase of 1% in the city income tax, Gahanna should improve the quality of its community facilities or risk falling behind neighboring cities that compete for new residents and employers. Others say that Gahanna should not make any improvements that would cost tax money. Which view do you agree with?
- (1) Improve facilities
 - (2) Make no improvements that cost money
 - (3) [VOL] They have plenty of money to do projects without a tax increase
 - (4) [VOL] They will need to make improvements, but not now in this economy
 - (5) [VOL] Not sure
- 17 Have you gone into the Creekside development in downtown Old Gahanna?
- (1) Yes (18)
 - (2) No (20)
 - (3) Not sure (20)
- 18 About how many times in the past 12 months?
- (1) Almost every day
 - (2) Once a week or more often
 - (3) Once a month
 - (4) Once every two or three months
 - (5) About once or twice a year
 - (6) [VOL] Respondent says s/he does there only when events are occurring
- 19 In the past 12 months, which, if any, of the following have you done in Creekside, the Creekside Park or downtown Old Gahanna?
- | | | | |
|-----|----------------------------------|-----|----|
| (a) | Attended a concert | Yes | No |
| (b) | Shopped | Yes | No |
| (c) | Eaten at a restaurant | Yes | No |
| (d) | Visited the park at the creek | Yes | No |
| (e) | Attended the Jazz and Blues Fest | Yes | No |
| (f) | Attended another event | Yes | No |
| (g) | Work (or worked) there | Yes | No |
- 20 In just two or three words, can you tell me what facilities, amenities, or public projects you may have seen in other communities that you would like to have in Gahanna, whether you saw them locally in the Columbus area or even in other cities or states?
-
- 21 City leaders are planning for the future of Gahanna and want your opinion. In the next ten years, would you like Gahanna to have more, less, or the same of each of the following:
- (a) Cultural arts including public art such as sculptures, murals and performances such as concerts and plays?
 - (1) More
 - (2) Less
 - (3) Same
 - (4) Never attend these

(b) Improvements to recreational sports fields in Gahanna's parks

- (1) More
- (2) Less
- (3) Same
- (4) Never use the parks

(c) Better connections among the walking trails in Gahanna

- (1) More
- (2) Less
- (3) Same
- (4) Never use the walking trails

22 Most residents have told us that Gahanna is a good place to live. In your view, in two or three words only, what would make it not just a good place but a great place to live?

- (5) [VOL] No change needed -- It already is a great place to live
- (6) _____

23 To change the subject for the final few questions, when you want to find out about issues or upcoming events in Gahanna what source do you turn to first to get information?

- a. Gateway [INTERVIEWER NOTE: GATEWAY IS A PARKS AND REC BOOKLET THAT GOES TO EVERY HOME]
- b. Local weekly paper (Respondent may say: "This Week," "The SNP paper," "Gahanna News," Rocky Fork Enterprise)
- c. The Internet / The web
- d. The City of Gahanna website
- e. Social media, including Facebook and Twitter
- f. Other: SPECIFY: _____

24 Do you use social media, including Facebook, Twitter, Linked-In? Twitter, Tumblr, Instagram and Pinterest?

- a. Yes (25)
- b. No (27)

25 Which do you use?

- | | | |
|--------------|-----|----|
| a. Facebook | Yes | No |
| b. Twitter | Yes | No |
| c. Tumblr | Yes | No |
| d. Instagram | Yes | No |
| e. Pinterest | Yes | No |
| f. Linked-In | Yes | No |

26 Which, if any of these, do you rely on for keeping on top of local events you may want to participate in or attend?

- | | | |
|--------------|-----|----|
| a. Facebook | Yes | No |
| b. Twitter | Yes | No |
| c. Tumblr | Yes | No |
| d. Instagram | Yes | No |
| e. Pinterest | Yes | No |
| f. Linked In | Yes | No |

Demographics

27 Do you have children under the age of eighteen living in your household?

- a. Yes
- b. No
- c. REF

28 What is the highest level of education you have completed? (READ RESPONSES)

- (1) Elementary school
- (2) High school
- (3) Some college
- (4) Two year college degree
- (5) Four year college degree
- (6) Graduate degree
- (7) Refused

29 In what year were you born?

19 ____ 99=refused

30 Are you employed outside the home?

- a. Yes (32)
- b. No (31)
- c. REF (0)

31 Are you retired, unemployed, a homemaker?

- a. Retired (0)
- b. Unemployed (0)
- c. Homemaker (0)
- d. REF (0)

32 Do you work in Gahanna, or is your place of employment outside of Gahanna?

- a. Work in Gahanna
- b. Work elsewhere
- c. REF

33 Which local city or town do you work in?

- | | | |
|---------------------------|---------------------|--------------------------|
| a. Bexley City | o. Harrisburg Vlg | Pickerington City |
| b. Blendon Twp | p. Hilliard City | cc. Plain Twp |
| c. Brice Vlg | q. Jackson Twp | dd. Pleasant Twp |
| d. Brown Twp | r. Jefferson Twp | ee. Prairie Twp |
| e. Canal Winchester Vlg | s. Lockbourne Vlg | ff. Reynoldsburg City |
| f. Clinton Twp | t. Madison Twp | gg. Riverlea Vlg |
| g. Columbus City | u. Marble Cliff Vlg | hh. Sharon Twp |
| h. Dublin City | v. Marion Twp | ii. Truro Twp |
| i. Franklin Twp | w. Mifflin Twp | jj. Upper Arlington City |
| j. Gahanna City | x. Minerva Park Vlg | kk. Urbancrest Vlg |
| k. Grandview Heights City | y. New Albany Vlg | ll. Valleyview Vlg |
| l. Grove City City | z. Norwich Twp | mm. Washington Twp |
| m. Groveport Vlg | aa. Obetz Vlg | nn. Westerville City |
| n. Hamilton Twp | bb. Perry Twp | oo. Whitehall City |
| | | pp. Worthington City |

- 34 For the next to last question and it is completely confidential for statistical purposes only, which range that I read you did your total household income fall into last year?
- (1) Under \$15,000
 - (2) \$15,000 but less than \$25,000
 - (3) \$25,000 but less than \$35,000
 - (4) \$35,000 but less than \$50,000
 - (5) \$50,000 but less than \$75,000
 - (6) \$75,000 but less than \$100,000
 - (7) \$100,000 or more
 - (9) Refused

35 And the final question, have you any other comments about the City of Gahanna?

VERIFY: FIRST NAME: _____

Appendix B: Verbatim Comments

4a. When you say things in Gahanna are headed in the right direction, can you describe in your own words what you mean?

- A good balance of residential and commercial. Good schools.
- A place where everyone can grow well together.
- All my children have graduated and have good jobs from here. We've been doing pretty good I'm 62 I don't get around too good anymore.
- Always developing new and current businesses. Expansions of schools and homes. Many opportunities available.
- As far as amenities and things to do that's fine but the schools could use some improvement.
- Feel safe in our home, the trash is always picked up and streets are always clean. Good paving, no potholes. I see the police patrolling. The fire department as far as response time is very good.
- Attempts to make Gahanna a destination i.e. Creekside, policies to help maintain green space in our community, protecting our natural resources, maintaining infrastructure and putting emphasis on Gahanna's history in festivals and historical institutions.
- Bike path. New restaurants.
- Building new school, restaurants, convenience to airport, people are friendly, good neighbors, garbage collection is good, city maintenance is good, road maintenance is good.
- Building the up traveling between Gahanna.
- Business growth. School systems are good. Fire department is good. Home value is steady. Safe community.
- Businesses building up. Plenty of places to eat.
- Businesses seem to be doing well. The city is clean except the water smells bad.
- City council is doing an awesome job, school board is doing a great job and this is a very safe community to live in.
- City is thriving and safe.
- City services are always there. They take care of their citizens.
- City services, police and fire are always getting better. Especially communications with residents.
- Commendable police and fire depts. Good schools. Most city officials are very approachable and listen to our concerns. Streets are well maintained.
- Community is being fiscally responsible but still trying to move forward with initiatives.
- Community is good with helping people and is safe.
- Community that wants to provide for its citizens. They try to keep taxes low and they try to bring in business. They try to provide as much services as they can to the community.
- Continuous investment in parks and industry.
- Continuous improvements - improved roads, improved police and fire departments including equipment. Addition of Creekside Plaza.
- Decent roads. The government doesn't mess with me very much which is a good

thing.

- Developed the old downtown area, there are a lot of new businesses and facilities in the industrial area. Through transportation is pretty good, Hamilton road could be much better. Our parks are excellent.
- Developing parks, more parks and rec programs
- Development downtown; Creekside.
- No problem roads and the parks are excellent.
- Aesthetics are good. Maintenance of streets is good.
- Economic balance of government services provided and activities. Good school system.
- Economic growth.
- Everything is nice and clean and beautiful.
- Facilities are improving.
- Fairly low crime rate, city council and employees are constantly trying to attract new businesses. Streets are not as bad as Detroit's.
- Festivals, parades, safe environment, services good.
- Fixing up the roads, there were a lot more potholes ten years ago.
- Good roads, safe streets, great police and fire.
- For the most part the city is fiscally responsible and does the right thing to support local businesses. The one issue that concerned me are the levies the schools tried to pass recently. They were much too big at first, eventually they got it down to something reasonable and the levy passed.
- Friendly community, new businesses coming in, good quality of life
- Gahanna has a good mix of cultural events, clean environment, good schools and expanding development.
- Gahanna has lots of restaurants, shopping areas, and the upgrade of close by amenities.
- Gahanna is a diverse and tolerant community.
- Gahanna seems to be progressing well. There seem to be many new businesses going up here.
- Generally becoming more upscale with new restaurants in particular.
- Getting around Gahanna is pretty good.
- Good city officials, great response by emergency services and great parks and recreation department.
- Good community. Very accessible. Wonderful schools. I like Creekside and the other parks.
- good neighborhoods, good access to services, excellent schools.
- Good school system, plenty of businesses, nice churches, and close to the airport. Easy access to the outer belt.
- Great schools, community involvement, growing business community.
- Growth has been healthy, but has also been fairly well controlled and planned
- Growth, jobs, safe area. Sense of community.
- I am not unhappy and the streets are not bad.
- I believe that the parks and rec are good. Nice for families and with Creekside there is plenty of shopping and churches and offers everything you need.

4b. When you say things in Gahanna are off on the wrong track, can you describe in your own words what you mean?

Taxes are getting too high. There have been some recent break-ins.

Too much money has been wasted on development.

City decisions.

Creekside is a failure.

Property tax increases are too much.

Gahanna has lost its small town atmosphere. Creekside was a costly mistake.

Gahanna seems to think that expansion is good. However, the road/street system is not capable of supporting the increased amount of traffic; the city can't keep the roads paved; I spend more "hours" waiting for the lights to change; the mandated project to replace wells and sanitation sewers was grossly mishandled costing me (and other taxpayers) thousands of unnecessary \$\$\$; the downtown "do-over" went bust and the City offers condominium buyers 15 years at \$0 taxes because the City can't sell them and the rest of the City taxpayers pick up the slack. Citizens can complain to City Counsel - who will listen politely - but never bother to respond. Zoning laws need to be enforced and shouldn't be changed because one person from a group of twenty is unhappy.

Government spending for unnecessary ventures

I believe the Creekside development was a mistake and tax payers will pay the price. I have also noted many of my neighbors are moving away leaving many rental homes in the community. Rental home in moderation are ok, but look at the struggles of Whitehall when rentals become common

I don't like seeing the city investing city money into real estate. It's a little expensive tax wise.

I feel that we don't support local businesses. I think that people who are city government certain departments in particular like parks and recreation don't use local businesses to provide goods and services. I also think that official should be residents of the community.

City government.

I see the houses in the neighborhood degrading due to lack of maintenance and care by the owners, extended families living in the same house which causes the street to look like a used car lot, all of which bring down property values, and in turn cause negative home equity, lower tax collections, and allows people to not care about maintaining a home and a quality neighborhood.

I think Gahanna keeps building shopping centers that then become empty. Hamilton Rd should not be widened.

I think that the tax is out of hand and they don't want to live in 30 years and have my house paid off but having to pay a nine hundred property tax.

I think the mayor and council members need to listen to us. There are neighborhood that need new sidewalks.

I worry about the high school being so large and if we need to build another one.

Street repairs could be better and taxes are too high.

high taxes.

Money is being spent on the wrong things, and the west side of Gahanna is completely ignored.

The police department only protects who they want to.

Property taxes are out of hand.

Roads (such as Stygler) are in need of repair, and it seems like Gahanna police care less and less about crime and more about speeding.

The city has gotten into the real estate businesses and that it went badly.

Creekside is costing too much.

The Creekside development has cost too much.

The issue is Creekside and the fact that the taxpayers are on the hook for its mishandled management.

The money that Gahanna put into developing Creekside should have been handled differently. Creekside is too massive and the majority of the condos are empty. And the Stonehenge Company was the wrong developer for Creekside, i.e. they're in Bankruptcy.

The parks and recreation, its unsafe to ride bikes to it the road is too narrow for two people at once. The school board is out of control too much money spent and no accountability.

Too much focus on new parks that are right next to the road.

There is a growing crime problem.

The older part of the city has been ignored and is now becoming trashy.

City council has too much power and is too easily convinced to make major changes.

Too many people want others to pay for their ideas as to what is needed in the town.

Too much development; a lack of bicycle-friendly streets.

City government is going liberal.

The city is growing too fast; taxes have gone up too much.

Money is being spent in the wrong places.

Yes, police spend too much time on stopping regular citizens on inconsequential traffic violations and not going after real criminals. We have too many police with nothing else better to do.

5. What would you say is the most important challenge facing the City of Gahanna?

- Abide by the law you can get along just right.
- Acceptance of diversity.
- Addressing economic diversity
- Aging houses and more people with less income.
- Aging neighborhoods and infrastructure. The homes in my area are 40 years old, the gas, water, and sewer service lines going to these home will fail shortly(some have).
- All cities are dealing with budget cuts - tax revenue
- Appropriate spending of taxpayers' money
- Attracting and maintaining employers.
- Attracting and retaining businesses.
- Attracting business and employers to Gahanna.
- Attracting businesses that provide jobs.
- Attracting new businesses
- Attracting new businesses and new jobs.
- Attractions/ things to do locally
- Balancing a budget that would accommodate both the school system as well as other city services
- Balancing the budget
- Balancing the budget, there is not enough revenue to take care of everything like road repairs.
- Balancing the budget.
- Because of the economy, careful administration of finances. I like the fact, that instead of building another high school another way was found to increase needed space. The fire and police forces do a fantastic job.
- Being able to continue to provide the level of city services we are accustomed to
- Being able to meet city expansion.
- Biggest challenge is that Gahanna is landlocked
- Bring in business and keep taxes low.
- Bringing jobs to the city.
- Bringing more jobs to Gahanna.
- Budget
- Business development, keeping existing small business viable and balancing that with attraction of chain/franchise businesses, convincing older business owners to update/modernize appearance of store fronts for improving overall appearance of "downtown" Gahanna area
- Cleaning up their neighborhood watching out of school kids. It's not the same community it used to be. Nobody cares about the property as they used to do.
- Communicating information to the voters better.
- Considering seniors in city planning.
- Continuing to have enough revenue through taxes.
- Control the stupid mosquitos.
- Controlling growth

- Controlling growth
- Controlling how they spend money and get community input before doing do. I am upset by the way they did Creekside.
- Creating an atmosphere where people have a desire to stay & use what is here
- Creating more tax revenues for the schools.
- Creekside
- Creekside
- Creekside
- Creekside
- Creekside
- Creekside
- Creekside area has a lot of empty stores and they need to fill those.
- Creekside area has lots of empty business areas.
- Creekside business development
- Creekside development
- Creekside development area
- Creekside.
- Creekside.
- Crime
- Crime
- Crime rate is too high.
- Crime that comes in from Columbus.
- Crowded schools
- Cuts in state funding.
- Cutting taxes, water bills, and sewer bills
- Dealing with some bad investments.
- Dealing with traffic and the infrastructure during growth.
- Debacle down on Mill St.
- Debt. Unused buildings. New buildings being constructed while there are vacated buildings. There's also not a "downtown" focus for an epicenter of shops, dining, and work.
- Development of Creekside into a city center and a gathering place
- Doing something with the Creekside area.
- Don't think they listen to the people they built a school and trying to compete with a small town that's not far from us and the property taxes are high.
- Drawing more people and businesses to Creekside, there are some great small businesses there.
- Economic development.
- Economic issues and school board issues.
- Economic liabilities.
- Economy
- Education system
- Employment
- Enough funding to do all the things the community would like to do.
- Equality

- Ever increasing property taxes.
- Everything is going to be about budgeting for the foreseeable future because of reductions in federal and state money.
- Expanding the infrastructure to stay up with the population increase.
- Expanding too quickly
- Expansion
- Expansion and commercializing of lobbying landlocked within the 12 miles.
- Finances
- Finances at its current income level - tax rate.
- Finances.
- Finances.
- Financial issues
- Financial problems.
- Financials
- Foreclosures.
- Funding education
- Funding for the city
- Funding schools without raising taxes, traffic, and fully occupying Creekside for the tax revenue benefits.
- Future growth around the city
- Gahanna is landlocked, limiting the room to expand.
- Gahanna's ability to maintain its status with the current tax structure and budgetary expenses. Also maintaining its quality of service that is currently provided to its citizens.
- Gangs hat come through and want to steal stuff.
- Getting Creekside to become a true destination and a profitable one for all the businesses involved.
- Getting more patrons to visit the "creek-side" development on Mill Street.
- Growth
- Growth
- Growth
- Growth
- Home values.
- How to control spending well keeping and improving city services.
- I am concerned that the city may be considering raising taxes, which I believe would be detrimental to residents. It is imperative for the City of Gahanna to discover means of working within existing budgets, rather than further burdening taxpayers.
- I guess we have about peaked in population so I guess changing policies to meet the needs of a completely developed suburb.
- I have a swimming pool in the backyard and they would take us off the sewage and drainage fees but now it costs us 30 dollars more.
- I have no opinion about that.
- I think that it is about resources like the taxes and economic base.
- I think the city overspends.
- I think the finances with winter night parade and the fireworks

- I think the most important challenge now is getting new businesses at Creekside.
- I think the school system they have high level of education and making sure they have balanced budget
- I think to keep our city government in place. I think they should keep it commercial.
- I would guess that continuing to make improvements and still provide community festivals and good schools without continuously raising taxes would be the biggest challenge.
- I would say Creekside. They need to attract and keep business there also the cellphone reception the reception with Verizon is horrible.
- I would say it would be adhering to a budget and making wise decisions with the tax dollars available.
- I would say some streets are getting busier and we need more stop lights.
- I would say the school districts.
- Improvement of the communication between the city council and the constituents of Gahanna.
- Improving recreation facilities; bike trails.
- Improving the quality of life. Providing more opportunities and jobs.
- Income is down over the past few years.
- Increase in crime, lot of students in one high school
- Increasing the police force, building another high school.
- Influx of low income people
- Infrastructure
- Intersection of Creekside and Hamilton.
- It was difficult to get the last school levy passed, I would really hate to see this continue due to the far reaching problems a troubled school district can have, such as housing values go down, selling a home is more difficult and business tends to gravitate towards communities with a strong school system.
- It's going to be very difficult to maintain the high graduation rate when they're constantly cutting the funding here at the schools.
- Job growth
- Jobs
- Keep crime away
- Keep income taxes low and still cover expenses.
- Keep property taxes reasonable so residents can stay.
- Keep the schools going so the kids get a good education.
- Keeping a balanced budget.
- Keeping an identity separate from the city of Columbus.
- Keeping business downtown.
- Keeping business within the city
- Keeping businesses in the Creekside office facility.
- Keeping businesses to help with the taxes. Most support of the youth athletics and more parks for the youth athletics.
- Keeping costs down.
- Keeping Creekside occupied.

- Keeping it inclusive.
- Keeping schools at a top educational level.
- Keeping schools competitive.
- Keeping schools competitive, keeping balanced budget while facing rising costs and maintaining reasonable cost of living for its residents.
- Keeping taxes down
- Keeping taxes down
- Keeping taxes down while improving the city.
- Keeping taxes reasonable while providing the right level of service
- Keeping taxes the same
- Keeping the city growth and attracting new business and a general upkeep of property and have rules in Gahanna.
- Keeping the community current without raising taxes.
- Keeping the image up.
- Keeping the money and distributing it evenly.
- Keeping the neighborhoods from becoming run down.
- Keeping the schools properly funded.
- Keeping up the school system and the level of education. I have small children in preschool and it seems like municipalities are asking for extra money to pay for it because we already pay a considerable amount in property taxes.
- Keeping up with growth of the city.
- Keeping up with its adjacent cities.
- Lack of employment
- Lack of financial common sense
- Lack of recreation facilities.
- Land purchases that haven't panned out.
- Less business and Creekside.
- Like every community trying to maintain a respectable level of services at a reasonable costs.
- Loss of local government funds.
- Maintain a mix between residential and commercial development
- Maintain good academic control.
- Maintain quality service.
- Maintain services without raising taxes.
- Maintain streets and power.
- Maintain the city without raising taxes.
- Maintain the quality of life without raising taxes.
- Maintain the same level of service with the economy their development Creekside try to get the empty storefronts filled at Creekside.
- Maintaining community standards.
- Maintaining current standards.
- Maintaining services and balancing the budget
- Maintaining services like the fire dept. and the police.
- Maintaining services without raising taxes.
- Maintaining the commercial base we have.

- Maintaining the current level of service
- Maintaining the infrastructure and roads.
- Maintaining the lifestyle. I know that Gahanna is trying become like Brownsburg andnot go the route like Reynoldsburg.
- Maintaining the tax base so it doesn't increase to the point where no one will be able to live here.
- Maintaining what they already have, like the Creekside development.
- Making sure that government maintains a limited role so that income taxes are not raised. I'm not expecting Gahanna to be an upscale city like Dublin. Keep things simple.
- Making sure we can provide the right kind of education for all the residents.
- Making the Creekside Development successful.
- Managing budget and finances.
- Managing growth
- Managing growth of schools and businesses without restricting traffic flow.
- Managing growth.
- Managing growth.
- Managing the existing income & not raising taxes.
- Managing the growth.
- Mill Street - doesn't look like Creekside (residences) is successful.
- Money
- Money and budget.
- Money is the biggest challenge.
- Money Issues
- Money to continue to provide services.
- More and more apartments going up so it can affect the property values of the homeowners.
- More people and traffic
- More sidewalks for biking
- Moving from rentals to more homeowners.
- Need to clean the streets and replace the black top. The streets are terrible.
- Not having a recreation center and no bike paths on the main road.
- Only one high school for entire city but the cost of another high school would be a big burden on the elderly residents and so the challenge is to manage that. And possibly to not give tax abatements as much to businesses and use those taxes to fund education.
- Our economy is the worst that it has been for a long time. Many people are either under employed or unemployed. It is a time when Gahanna should eliminate any wasteful spending. This will eliminate taxes being raised.
- Our parks are sub-par compared to other suburbs of our size. Other cities have nice baseball fields and athletic facilities. Gahanna's are embarrassing.
- Out-of-control commercial building.
- Over-crowded traffic.
- Overcrowding in high school.
- People running traffic lights.

- Personally, I would say controlling their spending.
- Positive growth. Adding building that will be used and not sit vacant.
- Power issues.
- Power outages and the taste of the water.
- Power outages and traffic flow.
- Power outages are happening far too frequently in my neighborhood; the city council decided money from S&P soccer club was more important than Gahanna's community clubs and fields...what will they sell next?
- Prioritize things for the people.
- Probably room to expand.
- Property Taxes, schools, .
- Property taxes.
- Property taxes.
- Property values. When they begin to decline, revenues declines, schools decline, business move out.
- Provide better services, infrastructure, and sidewalks.
- Providing good services while keeping taxes down.
- Public transportation, its difficult to get around by a bus.
- Quality of the school system and the crime rate.
- Quality of water and power supply.
- Quality services
- Reduce taxes and make up the difference with state money.
- Repairs
- Reputation of our schools.
- Revenue
- Revenue without increasing taxes
- Revenue, balancing the budget, and jobs.
- Revenues.
- School funding
- School funding
- School funding
- School system and property taxes how are we going to maintain taxes without raising them?
- School system and the money its costing to maintain it.
- Schools
- Schools
- Schools
- Schools
- Schools and taxes.
- Schools being on top of the latest technology.
- Schools, and the water.
- Schools, money.
- Schools, shopping, restaurants.
- Schools.

- Schools. I have not been happy with the schools. Taxes are extremely high. I don't understand the new administration building that has businesses etc. in it. I thought Gahanna high school needed room for students. As a tax payer...seems very fishy.
- Selling properties owned by the city.
- Sharing a border with liberal Columbus.
- Short term, Creekside. Long term, a second high school.
- Sidewalks for the side streets.
- Size of the schools
- Smart growth trying to be fiscally responsible in bringing in tax revenues but there are also environmental considerations and long term environmental issues should probably be toward the top of consideration.
- Snow removal
- Spend the tax money wisely
- Staying fiscally sound without increasing taxes.
- Streets might be a challenge because they are always tearing up due to the weather.
- Strengthening community and the school levy.
- Supporting business
- Tax revenues and keeping jobs here
- Taxation problems
- Taxes
- Taxes
- Taxes
- Taxes
- Taxes
- Taxes
- Taxes and keeping crime down.
- Taxes and school levies are my only problems.
- Taxes going higher will force me to relocate.
- Taxes on residents and inequality.
- Taxes, Trying to stretch money for the schools, while still being responsible. Making Creekside something to draw in people from the outside, making it something we can be proud of. Realizing that sooner or later we are going to need a 2nd High School.
- The budget will be difficult to balance. Too much emphasis is placed on the taxpayer to fund most things. It is becoming a very expensive place to live.
- The city budget, we need our own fire department, we need a rec center, we need to improve the traffic flow on Hamilton.
- The city growth, maintain roads maintaining easy access around the city and most importantly safety in the city.
- The city is spending too much money on teachers salaries. If I leave the city it will be because of the school levies. Even this survey is an example of the city squandering money.
- The competition with Easton for foot traffic causing the new buildings at Creekside to go unused.

- The cost of education.
- The economy
- The economy
- The economy and a good relationship with the community.
- The economy in Gahanna
- The economy.
- The high school is overcrowded.
- The high school improving on the high school building there's too many kids in that building.
- The important challenge is taxing its citizens.
- The lack of good business, the poor choosing business ventures.
- The new area they put downtown Creekside and the new condos they put downtown.
- The only problem that I see is being closely watched by the police.
- The pavement in my neighborhood.
- The police department.
- The police patronizing certain areas, like restaurants.
- The population is growing too fast.
- The school system, it has grown too big as far as the high school and I heard from other people that they've had some problems there.
- The schools and taxes.
- The schools.
- The tax base varies from low to high income which will make it hard to support things like Creekside.
- The taxes - I live in a new sub and there are 6 houses for sale.
- The way some of the crime is going up.
- There are too many little restaurants because Creekside didn't do well.
- There is not enough land to build they have to keep building on what they have there is no room for expansion.
- They built a development around the river and there were shops restaurants and condominiums and they went bankrupt.
- They have a street where they have new restaurants and a little area where you can take the children with geese and ducks.
- To continue the level of services without raising taxes.
- To continue the way there grown and encourage people who businesses and hire people.
- To determine the level of services that is within the means of tax dollars collected without going into debt.
- To develop a thriving downtown/commerce area
- To help the residents by providing more economic opportunities.
- To live within its budget and not raise its taxes.
- Traffic
- Traffic
- traffic
- Traffic

- Traffic and equal rights.
- Traffic flow
- Traffic flow on Hamilton Rd.
- Traffic flow.
- Traffic has increased the traffic is becoming more and more of a burden.
- Traffic.
- Try to get the Creekside filled with tenants both business and the condos.
- Unemployment
- Unemployment rate.
- Utility bills
- Water rates from Columbus
- We need to live within reasonable budgets to lower tax for Gahanna businesses and residents.
- We will be landlocked with no room for growth someday like Bexley.
- Well I suppose keeping business coming into the city for tax purposes, it also keep jobs to the community. We have a great school system and police department. A nice community to live and it's fairly safe.
- Well I think the taxes in Gahanna are the worst in Franklin County.
- Where I live, I need a camera or police officer to keep people from going the wrong way on the service road.
- Widening of Hamilton Rd.

Q20 What facilities, amenities, etc. in other communities you would like to have in Gahanna,...

- A downtown area that is more open to walking around.
- A free swimming pool; free water park for the kids.
- A justice center community center.
- A permanent outdoor facility for staging concerts and community events, similar to city of Columbus on a smaller scale.
- A real nice downtown. Not just Mill Street.
- A recreational facility with an indoor pool
- A shooting range.
- Activities like art fairs
- An indoor pool and recreation center and a bike trail
- Bagel shop
- Basic shopping experiences
- Benches around park playgrounds none at Woodside green, Academy, would make a good Eagle project and could cost nothing.
- Better aquatic center
- Better aquatic facilities
- Better children's playground areas.
- Better flower display
- Better senior citizens program
- Better street signs.
- Bicycling trails
- Bigger better parks
- Bike and walking trails
- Bike multipurpose trail
- Bike paths
- Bike paths
- Bike paths
- Bike trails
- Bike trails
- Bike trails.
- Bike/walking paths
- Brass band and chamber music
- Build a recreation center.
- City manager
- City recreation center
- Clean and well lit
- Cleanliness YMCA for everyone
- Community center
- Community center
- Community center

- Community center
- Community center
- Community center, improved pool/recreational facilities,
- Community fund raiser
- Community gardening
- Concert stage at Friendship Park.
- Connected bicycle paths
- Dance club
- Deli
- Dog parks
- Downtown grocery market
- Energy efficiency projects
- Expanded bike paths.
- Expanded recreation/community center
- Facilities for children recreational
- Farmers market
- Farmer's market, BMX race track, larger senior center
- Food
- For the teenagers
- Free classical concerts
- Gahanna is a good place
- Gahanna is at least as good as other middle class suburbs.
- Heated indoor pool.
- I am fine with what we have now.
- I cannot think of anything; Gahanna has a lot to offer.
- I definitely think it would great if they had more walking paths.
- I do not think Gahanna is deficient in any amenities or facilities.
- I don't have any; I have seen the Westerville and Worthington recreation centers; not worth the 1 percent increase of my money for Gahanna
- I have seen in Chicago an entertainment and restaurant area like shops and clubs
- I like the Westerville rec center and nice walking trails and bicycle paths and other parks seem more connected than ours so you can stay off the road
- I like to see a couple of parks in town with ponds and swings for kids and a fountain
- I like what we have and I'm fine with it; but I understand that others may want more/different
- I love auctions
- I love the Westerville facility with the indoor pool
- I really can't think of anything off the top of my head the traffic flow is better her than Westerville; I'd like to see them get someone monitoring the road on 270 down past Carpenter up thru 270 to by city hall.
- I think Creekside was a complete waste of money.

- I think it's pretty good what it already provides
- I thought our mayor was running in a street race
- I'm not sure what the name of the event is; N. High Street in Worthington really seems to have events like what Creekside envisioned. Farmer's markets with dozens of vendors selling all kinds of items. A hub for small businesses set up on the streets.
- Improve all around park facilities updating as in comparison to Westerville parks.
- Improve the parks
- Indoor aquatic facilities
- Indoor community pool
- Indoor meeting space
- Indoor pool
- Indoor pool day and night
- Indoor recreation area
- Indoor recreation center run by the city
- Indoor swimming pool for seniors
- Inside senior activities
- Like to have a casino
- Like to see more upscale restaurant rather fast food place and less mega franchise
- Maybe more off street parking.
- Mix of retail stores and restaurants
- Modern softball fields
- More access to recreation
- More accessible parking downtown.
- More bike and walking trails
- More bike and walking trails ; A good community center .
- More bike paths.
- More bike paths/lanes
- More bike trails
- More bike trails
- More bike trails.
- More bike/walk trail
- More city-owned and maintained ball fields and other active recreational facilities for young people.
- More connected bike trails, more sidewalks.
- More cultural events.
- More festivities like the blues ; Antique shops; More arts festivals.
- More parking at Creekside
- More restaurants
- More retail businesses
- More shops
- More shops and restaurants
- More sidewalks to get to Creekside from surrounding neighborhoods

- More walk ways
- Natural food stands
- Never go out
- New council
- New service dept. Building
- None Gahanna fine.
- None, Gahanna has enough.
- Not unless you can build a beach
- Nothing I'm pleased
- Nothing i've seen
- Outdoor ice ring
- Overseeing at the parks
- Police downsizing
- Pond marked for RC boats
- Pool complex in Groveport
- Pools
- Professional football team
- Rec center
- Rec center
- Rec center
- Recreation center with indoor swimming
- Recreation center, splash playground, local brewery
- Recreation center; basketball; golf.
- Recreation centers
- Recreation centers
- Room for improvement
- Satisfied already
- Senior center place
- Shelter houses with cheaper prices
- Shopping
- Sidewalks in the neighborhood across for the high school
- Smaller vendors with reasonable prices
- Some kind of art interests.
- Speed Humps in residential neighborhoods. Too many people speed through them. Some kid will get run over someday!
- Splash pads
- Sports complex for kids for more tournaments for the kids.
- Sports facilities
- Street lights
- Taste of Gahanna

- The community center in Westerville
- The parking areas
- They have most of what I need
- They need more restaurants.
- Think it would great to have walkway around Hamilton and Grandville right at the end of the Lincoln high school
- Think we need more programs and entertainment for young people to keep them out of trouble
- Transportation
- Vibrant downtown.
- Walking trails
- Water fire display and doggy night
- Water fountain park in Hilliard; Westerville Community Center
- Water park
- We have enough amenities focus on current infrastructure and school quality
- We pretty much have what we need.
- We use the Westerville Rec center, and for good reason.
- Well I seen community based historical houses and museums have a better a place for Gahanna history and community
- Well it seems to me the Westville take better care of their parks around here like pulling weeds and seems to me that should take better care of the parks
- Westerville community activity and sports complex
- Westerville community center
- Westerville Community Center -- Gahanna needs a facility like this!!!!
- Westerville has a wonderful rec center
- Westerville indoor athletic complex
- Westerville parks
- Westerville village
- Workout facilities
- Zip lines, Casino, Water Park

Q35 And the final question, have you any other comments about the city of Gahanna?

- 1% percent tax increase is way too high
- 100 best places to live and it's still a good place to
- A good place to live
- Asking for a 1% increase in income tax is absolutely absurd. I am sure city revenues are down because the economy is down. You know what, we have all had to tighten our belts. When the economy gets going again I highly doubt an increase will be necessary. Continue to be fiscally responsible.
- At lot of restaurant being built; it's good but fast food isn't good
- Besides them needing another high school that would be one of my biggest issues I would love to see another high school
- Better spot for fireworks with parking.
- Bikes are everywhere sidewalks roads bike paths cars belong on the road everywhere you go you have to yield to bikers it's not a friendly place to drive around
- Coming from a nice New England town the size of Gahanna, Gahanna is a disappointment. It is not pretty, it is drab, uninteresting, with marginal services.
- Enough parks and trails. Keep up the ones you have. Focus more on infrastructure (streets, curbs, water and storm lines) get another salt/plow truck. Newer service dept. Building!
- Gahanna is a good and safe community. It's convenient to downtown and Easton. There are plenty of places to shop and eat. The bike trails are improving, which is appreciated. Old Ridenour Rd needs to be patrolled better, people will fly down the road exceeding the speed limit by 3 times fast and there are lots of people who walk, run and push strollers down the road.
- Gahanna is a great place to live and work.
- Gahanna is a great place to live, that will hopefully continue to grow. However, sometimes growth needs to put on hold depending on the economy.
- Gahanna is a great place to live.
- Gahanna is a nice place to live. I don't need Gahanna to become a place that looks/feels rich, always has things going on, and builds a huge infrastructure that requires more resources to support it. Increasing the tax rate from 1.5 to 2.5 is not a 1% increase, it is nearly doubling it. Every time residents receive a raise, or the population of taxpaying citizens increases, the city receives an increase in income. I returned to Gahanna as an adult, having lived here most of my childhood. Gahanna has come a long way, but I fear it's goal is to be like dublin which will price me out of the city. It's expensive to raise a family, we have 4 children. I need a safe affordable community, nothing more. Gahanna already provides more, it doesn't need even more.
- Gahanna is a safe, easy and nice place we can raise our family.
- Gahanna is ok overall. We don't need traffic cameras or tax increases. We need minimal government. I have to live within my means. I can't levy an income increase. I have a mother in a nursing home that costs over \$6000 a month. I will not vote for a tax increase in any circumstances.
- Good place to live
- Have indoor facilities during the winter rather than stuck on the computer have a recreation center that's heated
- Heading in the right direction
- I am a big opponent about the "big roundabouts" their putting in on Hamilton Rd. I disapproved of it I do not want to see them

- I am a bit concerned that the new development on Hamilton Road of restaurants will further hurt an already hurting Creekside development. While there is value added there, Creekside is a special place that must be preserved, and improved
- I am a business owner in Gahanna and I feel the chamber is not very good at welcoming new companies into the fold...it very much seems like a club that if you have not been here for a long time, no effort is made to welcome you in, increase promotion of your organization, etc.
- I am pleased and happy to live here for 36 years
- I am satisfied
- I appreciate the Gahanna city council effort to survey the residents
- I believe Gahanna is a great place to live and does not need to raise taxes and spend exorbitantly in an attempt to outshine surrounding communities. Gahanna already excels; the city does not require additional taxpayer money to do so.
- I don't have any comments
- I don't like the way cops sitting there hiding or parked watching traffic. Can't make turn around on my road due to turn about being installed.
- I enjoy living here
- I enjoy seeing the police cruise through the neighborhood and monitoring traffic speed on various streets. I would like to see some assistance in identifying neighborhood blight and keeping the appearance high. I don't like home owner associations and their fees, but some type of resource is needed to help identify problem areas and address them. Sometimes maybe the home owner is elderly and just needs some assistance without paying a fortune.
- I guess the grass at Headley was not properly tended to
- I hope it gets better in security service
- I hope the housing market will be better will improve
- I hope they do better on the snow removal in neighborhoods side streets and home courts
- I just love being here
- I just think we need to more responsible to the tax payers; I think we really have the respond to be really responsible
- I like Gahanna I love it here
- I like Gahanna. It's not like Bexley or New Albany I like it just like it is. I'm happy with the fire department police department and the city of Gahanna
- I like Gahanna the people that work in Gahanna I'm quite pleased and that I'd be at the football game if it weren't going to storm
- I like Gahanna they need to do other things to draw people and lower some charges
- I like Gahanna very much but do not feel they have really wanted the input from the community about spending money on major projects like Creekside and the school edifice built on Hamilton and Dublin Granville.
- I like living here
- I like the small town feel that it still has.
- I rather have people from Gahanna calling hire people that live and work in Gahanna to make the phone calls
- I really like that I live here.
- I really wish sometimes they had a restaurant like cracker barrel and Wal-Mart was closer and it really feels nice to have that small town atmosphere and one of the best places is Witts ice cream
- I remain "steamed" about the way the water/sewer project was mishandled and the total lack of interest by city council in making sure it never happens again.

- I see for sale signs all over the city - taxes are too high
- I think every time I've tried to talk somebody in the Gahanna government or their employees they have been very helpful
- I think Gahanna is great the way it is...i am not looking to spend more taxes on anything right now. I hear that Gahanna hasn't raised the income tax in a long time, however every time I get a raise, the city of Columbus as well as Gahanna get a part of my raise. It is really hard to "get ahead" when so much of my hard earned money goes to taxes. I agree that Gahanna needs to be maintained....but using my money for Creekside was a huge waste. I am not interested in new bike trails. Police are doing a nice job, firefighters are doing a nice job. We don't need or want extras right now.
- I think it's a good place to live I'm happy here
- I think it's a great place to live ; I think it's great place to raise children
- I think it's a great place to live and keep building it up
- I think that Gahanna wastes a lot of money. I would be more inclined to support extra expenses, if there was not so much wasteful spending.
- I think that the Creekside is a bust and we need to watch how we spend our money
- I think the money earned with taxes could be better earned without raising taxes
- I think they do a nice job
- I think were landlocked to the north by Morse Road and I think the city should go all the way out to the county line before Columbus takes it
- I wish they come and take out the dieses tree in my back yard they said they was going to do it last year and this year but nothing has been done.
- I wish they would stop passing taxes on people the school levy and fire department levy policy levy and park levy just get tired of paying so many taxes and also real estate taxes
- I would like to have the newspapers show more about Gahanna
- I would like to see to make effort to go green
- I would like you to give them the information it's a nice town but in the poorer sections are not looked at as in the same uptown
- I would love it if they had an interactive web site to pay your water bill on line
- If not, Gahanna should have wifi connection-ne
- If they are going to go for income tax increase they should go to 2 percent instead of 2 and a half percent that is a good compromise
- If you could get Creekside working like planned you would not need a tax increase. It has been the biggest boondoggle that I have seen in my 11 years in Gahanna
- I'm glad to be here
- I'm happy to be in Gahanna for 34 years there have been years when I haven't been satisfied but for the last two years I have been satisfied
- I'm pleased
- Improve my street
- My main problem is the water and the power outages and the noise level interior and exterior the water improve the water quality and the YMCA is pretty lax maintenance people showing up on time as far as the y maintaining the building sometimes businesses blast music outside and not everyone wants to hear it BestBuy does and there are more
- Increase the income tax and I will move.
- Increases to the taxes
- It stinks
- It unfair that they double dip on taxes

- It used to be a great place to live and it can be again if they stop wasting money on thing we don't need.
- It's a friendly place to live
- It's a good city
- It's a good place to live and it's close to things and that's important
- It's a good place to live it good culture just keep on improving
- It's a good place to live just think it's a good place to live if I didn't I wouldn't live there
- It's a great city it takes money to run it but if they're thinking of raising the tax I'd rather they raise it a half percent than one percent
- It's a great place to live
- It's a great place to live
- It's a great place to live just make Creekside more attractive so people come down spend their money get people outside Gahanna to come down people will want to do it the walking and bike path and the park and recreation.
- It's a great place to live not leaving Gahanna
- It's a great place to live trees walking trails
- It's a nice place to live the police do their job well and the improvements they have done have been good but the city should give back a little more to the low-income families and help out in some way
- It's a nice place to live we don't have crime an occasional break in but not like where we used to live they a good school system; I think they are trying to make it an excellent school system think it's family oriented; the park I've never seen a city have so many parks
- It's a pretty ok place just fixed the roads a few years they did remove the snow but they take piece of the road and there still piece of the road not replaced
- It's just a good place to live and we are enjoying it
- It's more school related but no
- Just I love living here
- Just that people are always going to complain but other than that it's a good place to live
- Just what I said in the other answers
- Keep having fireworks and keep expanding bike trails
- Keep up the good job and improve as much as possible
- Keep up the good work
- Keep up the great work
- 10% late fee on water bill late one day is ridiculous especially on first time late
- I like the community and can't ask for a better place to life
- I wish they would pick up the leaves in fall
- Like to have the city council find a way to make Creekside solvent without using taxpayer dollars and I won't vote for an increase in taxes until that's done
- Love it and don't raise my taxes
- My family enjoyed living in Gahanna during the past 19 years. We hope the prosperity of this city continues.
- My reluctance to support a tax increase is based on my belief that the city of Gahanna had no business wasting money in Creekside they would have enough money to invest on recreation I agree with the comments that Gahanna is a great city to live in but I don't believe that they need more money

- My wife and I love living here and feel comfortable raising our family here. We think the y is an insufficient rec center/indoor pool for the community. The Westerville rec center is much better and the non-resident membership to the New Albany pool was a better deal. Why are our resident memberships so high, yet our facilities so second rate. Everyone we know who lives in Gahanna -- and I mean this literally -- uses another city's rec center and pool. We have an excellent police force and we are big fans of the improvements to Creekside and the community parks. Don't let Creekside get overrun with nail salons. The development needs people magnet enterprises.
- Need to make improvements to the city without driving residents out of the city due to cost of living expenses/taxes.
- Needs more taco trucks!
- No all the kids live there so it must be pretty good free school and everything
- No except it's a pretty nice place to live I would like to get the local paper which I do not get at one time we use to get it and it stopped would like to get it again
- No I enjoy living here
- No I like Gahanna
- No I think Creekside has to be build up more store will bring people to Gahanna antique stores and gift shops don by Creekside
- No I think it's a great place
- No it's a great place to live that's why I'm here
- No it's a nice place to live; more break ins though
- No it's a very nice place to live
- No it's fine
- No just need more business and more high schools
- No I think it's a great place to live but spends too much money
- No I like Gahanna
- No I love it here
- No not really except I have not have time to be involved
- No questions, no complaints.
- No round-about for vehicles
- No that's all I want to say
- No things are going pretty good right now
- No wave been pretty thorough
- Not really everything is good you can get around Creekside back to normal
- People need to pick up after their dogs
- Please fix Stygler Road, patching is not working please repave. When out of town come to visit I think it looks poorly on Gahanna.
- Police response to what appears to be minor traffic violations seems extreme. Often see up to three police cars at a stop of a sixteen year old girl - probably 10 miles over the limit - wow.
- Room for improvement
- Safe place to live and a good little community for events and things like that
- Send so much man power to keep Creekside clean and it seems to be overdone. Too much salting the road in the winter which is a waste. Purchases for new trucks by the town without notification and then stating of needed income tax increase if you work in Columbus you get a not so attractive credit on your income tax.
- Since all services seem to be taken cared of properly they don't need a tax increase
- Stop growing!

- Sweeping the street a neighbor complained that the noise at the high school football game was louder than the local bar that should have a stadium noise abatement
- Tell them to keep the police off the highway
- Thanks for taking the time to get opinions from the citizens of Gahanna.
- The city is a good place to live
- The city would have more money if the parks and red employees did less standing and more working. I can only speculate that this carries over to the maintenance department as well.
- The main reason I am hesitant of a tax hike is that we recently had a school levy in Gahanna, and both my husband and I pay income tax to both Columbus and Gahanna already. Some cities have a reciprocal tax policy but Gahanna's is not fully reciprocal so we pay a lot of tax already. If tax increases much we might consider moving to another city when we look for a new house in a few years rather than looking in Gahanna.
- The mayor is doing a great job.
- The metered light at the Hamilton and 270 light is unnecessary and has been a waste of tax dollars. This light has never improved traffic easing on to the freeway. A simple overhead street light would have been a much better choice. As Gahanna continues to grow, traffic on Granville St, and Hamilton Road will need to be addressed for morning and evening commutes. Gahanna police have been great. Would love to see continued support for small businesses in Gahanna, along with appropriate advertisement. Gahanna has been a great place to live, however just like our family, Gahanna needs to be frugal and make intelligent decisions to maintain our quality of life.
- The morning rush hour traffic on Mill Street is horrible. The lights need to be synchronized so cars are not sitting at a red light when the next one is green, i.e. Carpenter or Creekside garage when mill and 62 is green.
- The police department is very well run the council we know several people on the council and they seem to know what they are doing Creekside was a mistake
- The taxes are too high
- The trash people are damaging my garbage can the city increase the level of cleaning streets when snowing
- There has been a change towards the worst
- They don't need more taxes they need to budget better
- They need to get good teachers and principals. They need to accountability an if you have a child with special needs they need to follow the proceeds that they need to processed to help them
- They owe me 45 dollars
- They spend tax money to clean the streets which is just absurd and it's just a really bad use of tax money
- They waste tax dollars on silly things
- There are some people in city council that I feel are insensitive. They are a problem
- Think the biggest mistake was Creekside mall never made any money they moved the flea market to high school parking lot and they moved a lot things that made Gahanna and the mall was stupid the parking garage was sore site and] the time they used for wedding venue they took a lot of historical value with Creekside
- This truly is a great city. The various city departments are excellent and are always easy to communicate with. The police department does a fantastic job of protecting this city. My family and I feel very safe here.
- Trash on street need to be solved work out power issues
- Try to maintain the taxes their too high
- Water/sewage seems high. We are so glad we moved to the city of Gahanna. It has been a great place to raise a family and I sing it's praises to friends and family.
- We don't very much out we pay social security we don't come home to lay down I like Gahanna
- We enjoy living here it's a friendly community

- We have covered it all; Gahanna just have to keep up
- We love Gahanna because of the quiet nature of the town, and minimal crime. It is a great place to raise a family. The only thing I worry about is, will they be able to keep all the crime and problems out of the city that resides next to us in Whitehall and west of i-270?
- We love it here...it's quiet and friendly with easy access to things we need and enjoy (whether in Gahanna or nearby); and, perhaps most important given the tone of parts of this survey, one thing we love about Gahanna is that it's not trying to be something it's not -- Gahanna is a comfortable quiet friendly place, and we like that.
- We love living there we love the people and our children got a great education so I can't say anything bad about it
- We moved here for the small town fell now it's a wanna-be big city
- We recently considered to relocate to another city because we now empty nesters we looked around and decided we wanted to stay in Gahanna so my wife made gut the house and rebuild it she loves it and Gahanna; security and city services something we find very attractive in Gahanna is a fairly diverse population
- We think the police department gives excellent service
- Well think that someone should be Creekside to upkeep the weeds and there some many people riding the bikes down the ramp fast but that small kids and there should be a sign before the walking path instead of them riding the bike and have a police to enforce them
- We're building condominiums that they really don't need a waste of money nobody's buying them
- We're the only city that doesn't have a swimming or recreation center for the lack of business
- Were very happy here and we think that the city leaders do a good job with what they have and they are doing a good job of getting more industries and businesses to locate in Gahanna to support the tax base
- When I moved here 27 years ago it was because Gahanna was the right sized community within minutes of major facilities in a larger city. Now it seems Gahanna wants to compete with Columbus for facilities that are not necessary. I am happy to live in Gahanna where folks are friendly and caring but I am not happy with glorified spending such as Creekside buildings and structures at Granville and Hamilton Rd. We all have desires for better things but we must live within our means.
- Where are the new street signs for Gramercy Park? It seems that most other neighborhoods have had theirs for a long time and we are still stuck with the wooden poles.
- Wish it would go back 20 years ago
- Wish the do more with the sewages
- Would like to see the completion of the walking and bike trails as soon as possible; specifically connecting academy park to Creekside
- Yes. Gahanna needs full city tax offset for residents that work in other cities. The 75% offset is a real dissatisfier for many in the community
- Yes, I think that sometimes Gahanna, in my opinion, uses bullying tactics to get school levies, and now possibly this tax levy increase passed. I think that if they were a little more creative with their money, that sometimes we would not be in the position to need a levy passed. I think that they could use more fund raisers instead of always asking for money. They want to take, take, take, from the residents instead of give, give, give. Gahanna is a rich city, there is a lot of new money here, but they sometimes forget about the older residents, who don't have anything else to give.
- You can't tax your way into prosperity city of Gahanna is trying tax their way into prosperity