
nashvillenext ISSUES SURVEY



SYNOPSIS

This memo summarizes the findings from the Metro Nashville research conducted by Collective Strength this summer to support the start of the 2040 General Plan. A separate memo will cover the regional research that was conducted during the same timeframe.

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INTRODUCTION

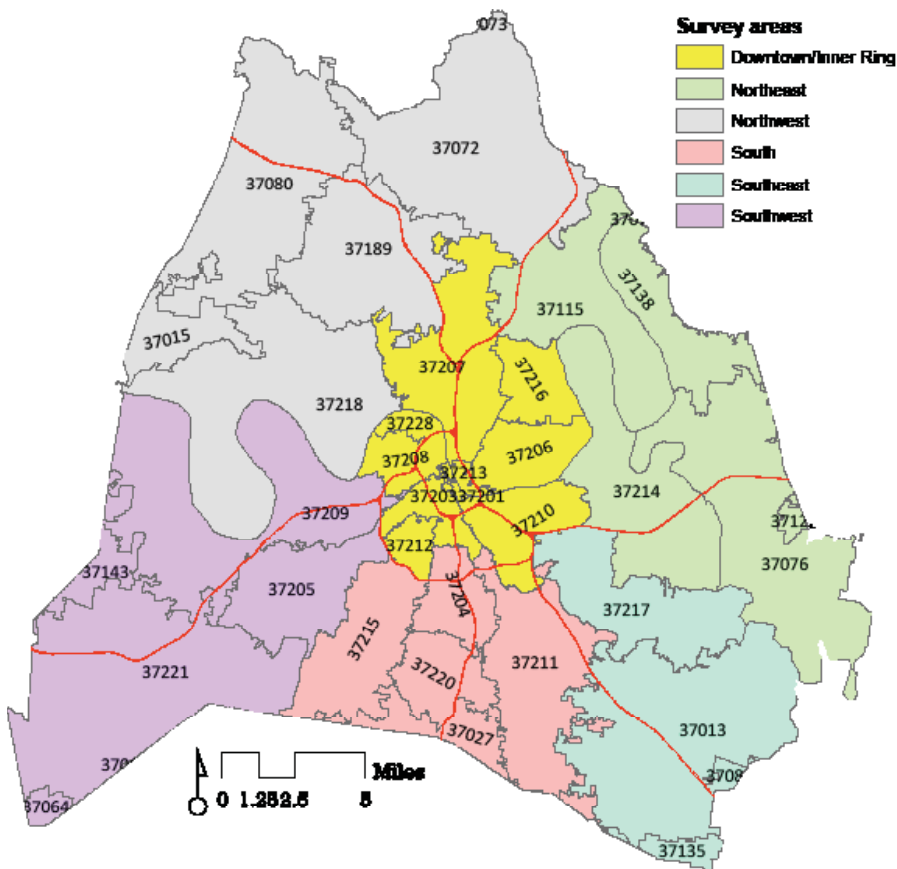
The objectives of the research were to:

- Give a voice to all who live in the Metro area, not just those who already play a significant leadership role.
- Understand the hopes, concerns, priorities and perceptions of the general public as they relate to the future of Nashville.
- Provide a benchmark from which to hold the plan accountable to regular people as it evolves.
- Begin the process of cultivating relationships that the 2040 plan will need if it is to succeed.
- Give the Metro Planning Department and all its stakeholders input, analysis and recommendations going into the planning process.

The Methodology included over 100 in depth interviews with community leaders and a large 1,000 person general public telephone poll. The poll was calibrated to the 2010 US Census for race/ethnicity and income. It was further calibrated to represent an even number of interviews in each of the major areas of Metro Nashville (see Figure 1). The number of younger adults in the poll is lower than expected but can be weighted to approximate Census levels upon request.

The poll is specifically designed to understand perceptions and emotions that are related to comprehensive planning. The questionnaire was reviewed by the NashvilleNext Steering Committee members who made a number of requests and suggestions. For further information about the methodology, contact robin@collectivestrength.com.

Figure 1: Survey areas



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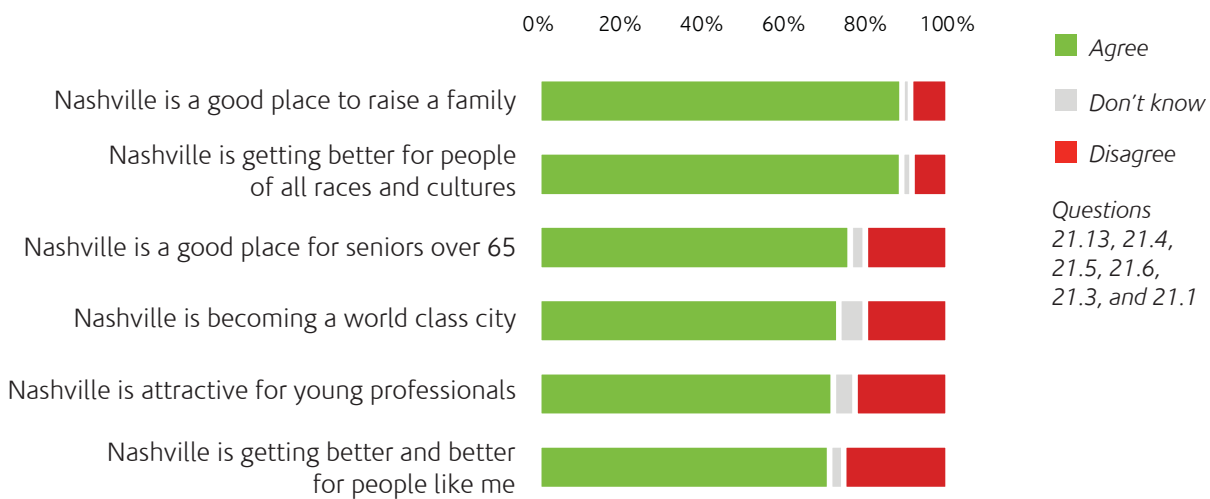
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Vast numbers of Nashvillians freely express an exuberant admiration for their hometown. The following list of statements measure specific kinds of civic attributes and the percent of people who agree with each one:

Do you generally agree or disagree with the following statements?



However, profound concern exists for the future, especially around the issue of K-12 education. Many people interviewed believe that unless Nashville gets a handle on its public education problem the future is greatly at risk.

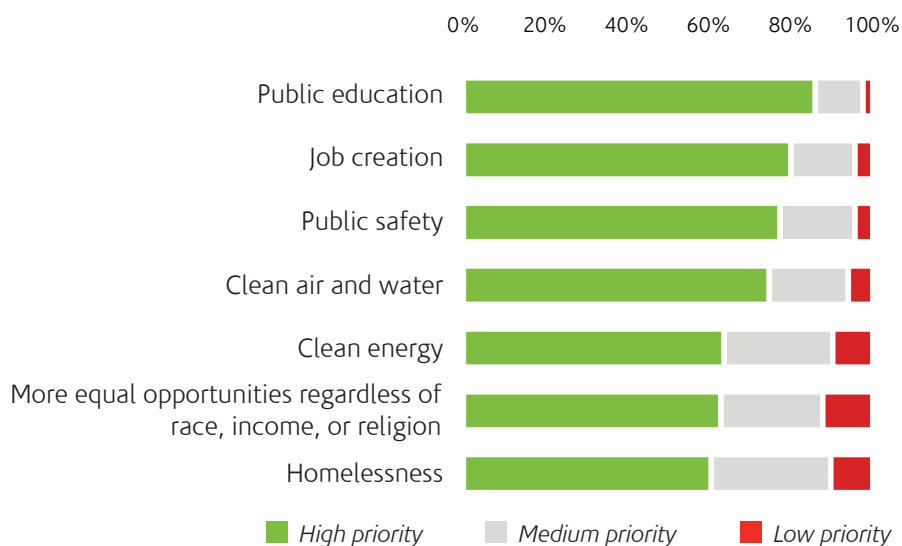
Community leaders in Nashville have a very consistent “mantra” about three future priorities: Education, job creation and transit. Virtually every community leader interviewed felt these three issues would define the future of Nashville.

The general public also sees education and job creation as of the utmost importance but it does not include transportation (transit or roads) in its top tier. Instead, the general public’s key issues for the future are more broadly focused and include safety, unrestricted opportunity and clean water/air and energy. Homelessness is also a key priority.



The highest priorities, all over 60% of the general public, are public education, jobs, public safety, and clean air, water, and energy.

For each of the following, tell me if it should be a high, medium or low priority for elected officials and community leaders to work on and invest in for the future



“In terms of issues, public education and schools have to be done right.

If we get that right, you won’t be able to stop our success.”

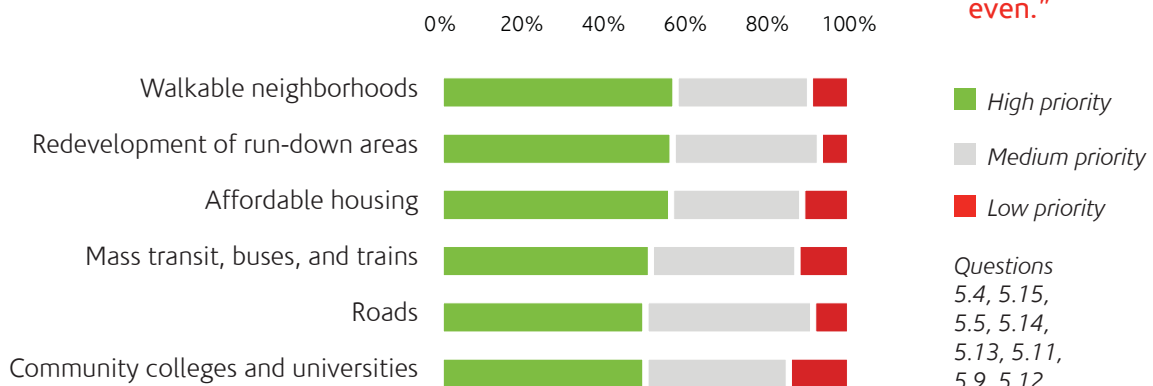
“If you want Nashville to be stronger, you have to change the schools.”

Questions 5.10, 5.1, 5.18, 5.6, 5.7, 5.19, 5.20



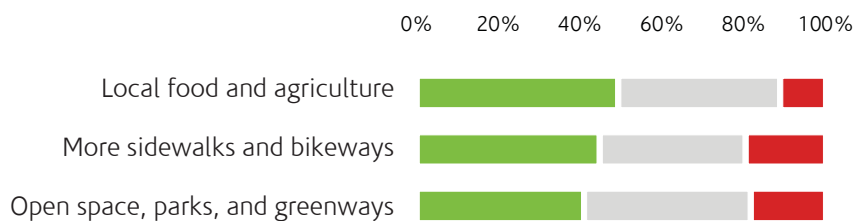
“I hope that Nashville will become more of a mecca of opportunity in terms of businesses – both downtown and all around including the outskirts. Nashville has great potential and is kind of waiting for its burst of energy to take it to the top. We could be the next Atlanta or NYC even.”

A second tier list of high priorities includes:

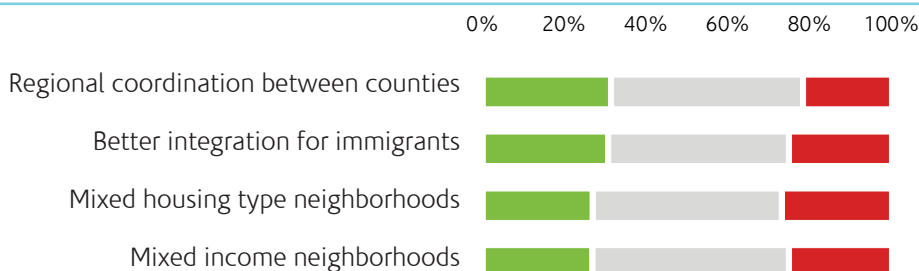


Questions 5.4, 5.15, 5.5, 5.14, 5.13, 5.11, 5.9, 5.12, 5.8, 5.17, 5.16, 5.3, 5.2

Those issues just under 50% include:



Issues falling into the “just not high priorities” (all under 30%) category include



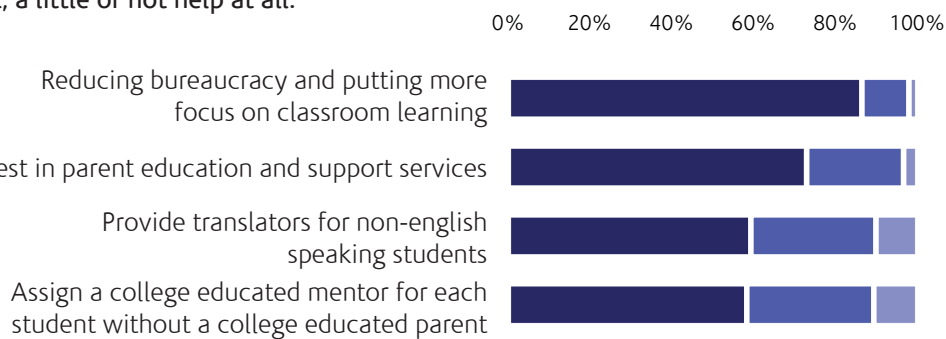
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HIGH DEGREE OF CONSENSUS ALREADY EXISTS AROUND POTENTIAL FIXES FOR K-12 PROBLEMS

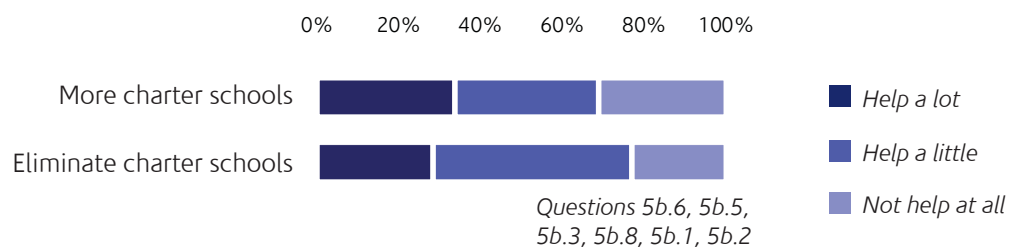


When asked what solutions exist for perceived K-12 school problems, a large consensus exists around four concepts that a majority of the public believes would “help public schools a lot:”

Tell me if each of the following actions would help the public schools in Nashville a lot, a little or not help at all:



No consensus currently exists around the idea of charters. 28% of the general public feels that adding more charter schools would help a lot while 34% believe that eliminating charter schools would.



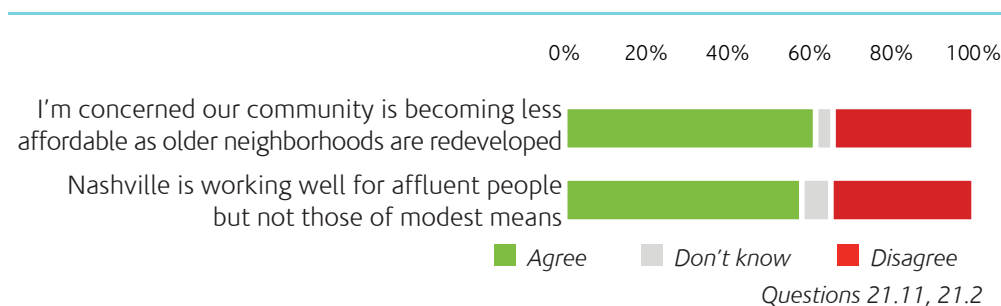
“It is incredible to me... that we don’t see the link between housing and education. We have not faced the fact that class segregation, especially in public housing, is still a reality and is showing up in our numbers. Education stats show that performance is poor. Is that too bad and let it go? Or do you struggle and find the answers to that?”



4 AFFORDABILITY IS BIGGER ISSUE FOR THE GENERAL PUBLIC THAN COMMUNITY LEADERS MAY REALIZE

A sizeable number of people in Nashville are worried about affordability, but few community leaders mentioned that in their interviews.

Two statements in the general public survey highlight concerns:

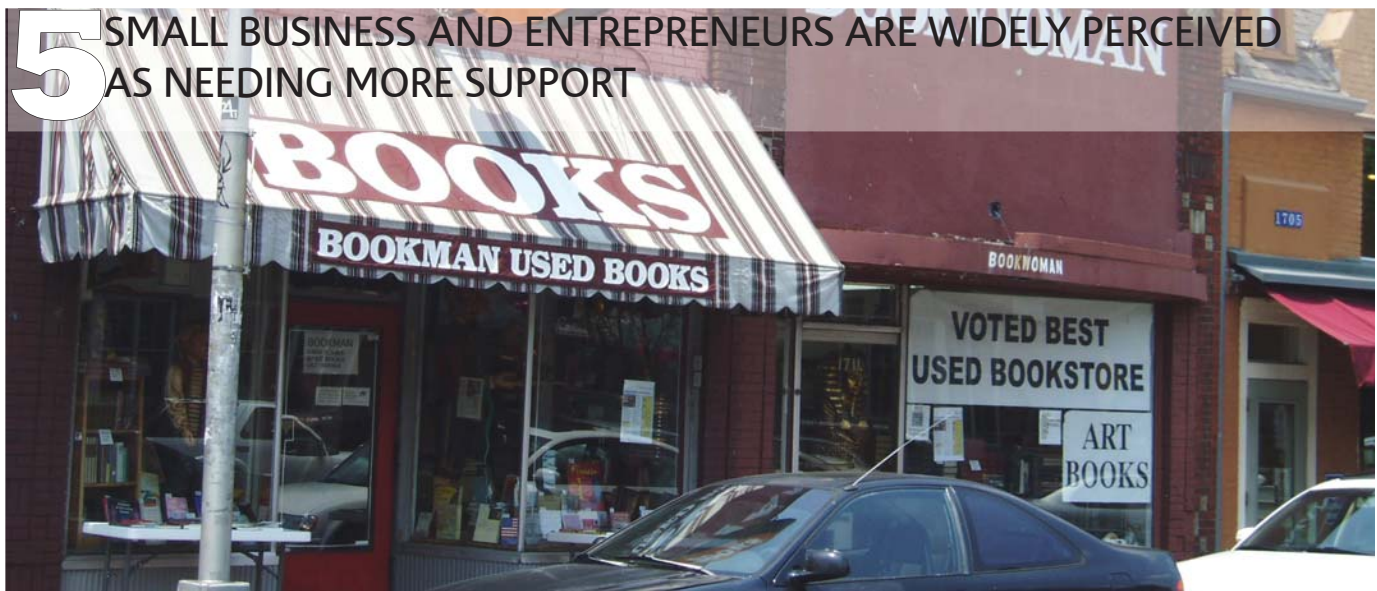


As noted in Finding 1, affordable housing was selected as a high priority by 56%; homelessness, a potentially related issue, was selected by 61%.

The few Community Leaders who mentioned affordability as a key issue were those who work directly with medium and lower income groups. A key policy issue that may need to be further explored in the planning process is Inclusionary Zoning, a planning tool that other cities have used to deal with housing and overall affordability problems.

“The price of success comes at an expense... economic growth is always a risk for those who can't afford it.”

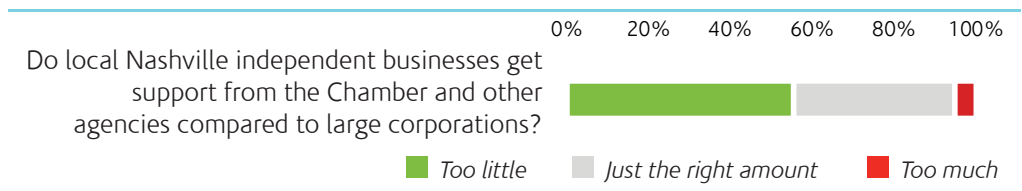
“It is important to think about the whole life span. We tend to segment those who are young professionals and assume they are going to move when they have a family and move again when they get older. We have to stop doing that.”



5 SMALL BUSINESS AND ENTREPRENEURS ARE WIDELY PERCEIVED AS NEEDING MORE SUPPORT

Nashville’s economy is recognized in and out of the city as one of the hottest in the country and community leaders give themselves very high marks in relocating Fortune 500 style company to the region. However, small businesses and entrepreneurs are not perceived as getting as much support as they need. Given the national trend towards “buying local” and the emotional connection many people have for iconic local business, this may eventually become a competitive disadvantage with other regions who are boosting their local firms and entrepreneurs more aggressively. Younger professionals, women and minority entrepreneurs may benefit the most from a re-energized campaign and associated resources.

55% of the general public believes that “local businesses get too little support...” compared to 39% who feel they get “just the right amount” and 5% who feel they get “too much.”



In addition, when asked which groups have “too little” influence over decisions in Metro Nashville, 64% said small business compared to 45% for neighborhood associations, 39% for environmentalists/sustainability advocates, 35% for non-Christian faith communities, 30% for Christian faith communities and 28% for Universities and Foundations.

Given the number of small and local businesses in the Metro-Nashville area and their significant impact on the economy, this perception is one that should be examined further in the upcoming planning process.

“I think the local entrepreneurs and small businesses need more help. People have to be gutsy to go into business for themselves and we need more and more of them. We need to have more training for them and better marketing.”

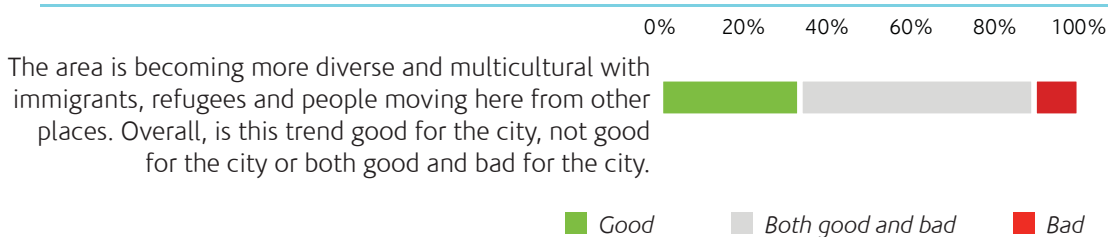
Question 19

“My vision of Nashville is about entrepreneurs. We are ‘Music Row.’ We should be generating Spotify-s!!”

6 MULTICULTURALISM IS GENERALLY SEEN AS A PLUS – BUT COMMUNITY LEADERS FEEL MORE LINKAGES ARE NEEDED



The research survey posed the following question:



Question 11

Only 11% responded that it was “not good,” 33% said “good” and 56% view it as both good and bad. Community leaders expressed the view that while they are proud that Nashville is such a “welcoming city” and that it made the city “more international” there are few ways for various groups to get to know each other closely and discussed the need for greater opportunities for linkage in terms of social, professional and political infrastructure.

Cultural centers – especially those away from downtown – were seen as one way to foster more understanding between groups and to celebrate diversity across the city.

The planning process should perhaps include a more in depth analysis of this issue.

When asked the question, “Are relationships and opportunities for African Americans getting better, worse or staying the same as the city grows,” 26% of African Americans said “better” while 45% of those who are not African American said “better.” This gap in perceptions is troubling, and the planning process should include more detailed discussions of how growth is impacting the quality of life specifically for African Americans as part of its overall multicultural strategy.

“I’m proud that Nashville is such a welcoming city. We have the largest group of Kurds in the country. In our schools, over 100 languages are spoken. It is exciting. It means we are becoming more of a world class city.”

7 DEMAND FOR TRANSIT IS HIGH BUT IT IS NOT (YET) SEEN BY THE PUBLIC AS A TOP PRIORITY



Community leaders in Metro Nashville are more than convinced that transit is pivotal for the area's future. As outlined in Finding 1 above, transit is selected as a high priority for the future by just over half of respondents (51%) and is statistically tied with roads (50%).

However, despite transit's position midway down the list of top priorities, other metrics in the research underscore its potential importance as the planning process evolves. The degree of difficulty of getting around without a car is perceived as high (averaging 4 on a ten point scale where 1 is extremely difficult and 10 is extremely easy.)

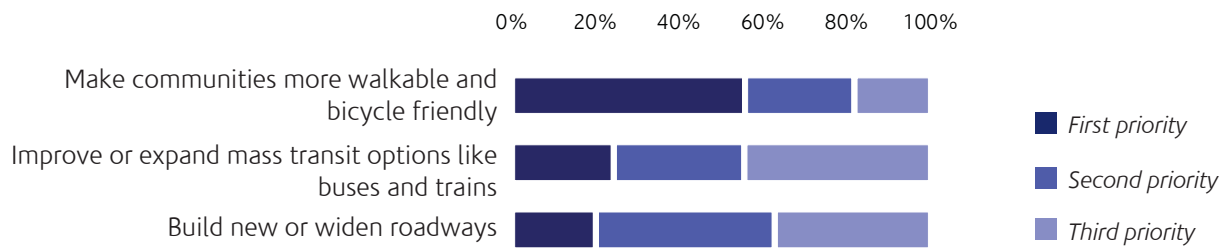
When asked "if you had to decide on an overall strategy for improving transportation in Middle Tennessee, which of the following would be your first priority" improving transit is selected by 56% compared to 24% for new or widening roadways and 20% for making communities more walkable and bike friendly.

Demand for car-free options is very strong with 74% expressing interest in getting around by bus rapid transit, 71% by bus, 69% rail/street car and more than 50% each by walking, carshare, and biking.

"The transportation system has disparity. The East/West connector is fine but here are many other improvements to be made. Other areas have the same or greater needs and have been neglected. We need more efficient bus routes going quickly. We need that for the whole city, not just for certain areas. The focus on how we improve the system for everyone, not just a few."

If you had to decide on an overall strategy for improving transportation in Middle Tennessee, which of the following would be your first priority, second, and third priority:

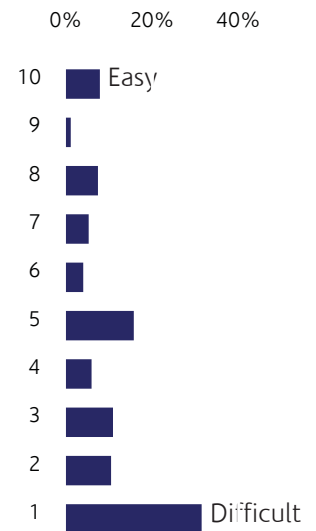
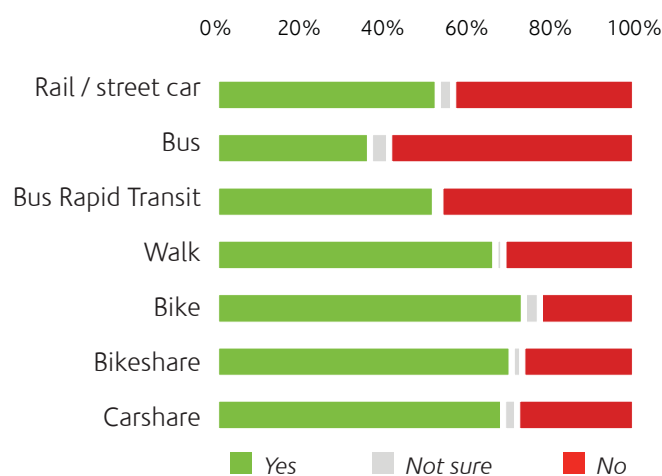
Questions 5b.6, 5b.5, 5b.3, 5b.8, 5b.1, 5b.2



Having a more comprehensive transit strategy, a marketing campaign that frames transit in economic terms and a bolder funding plan would likely move the needle quickly on transit as a priority given how much underlying interest exists already.

On a scale of one to ten, where one is very difficult and ten is very easy, how easy for you is it to get around Nashville without driving a car?

Are there any other ways you would like to be able to get around in the years ahead without having to drive a car:



Questions 5b.6, 5b.5, 5b.3, 5b.8, 5b.1, 5b.2

“Sustainability is a loaded term, it’s a trendy term. If it means economically viable, then yes we’re doing well. If we want to have sustainable growth then we have to do something about traffic. The problem is we’ve had a hodge-podge of zoning.”

8 SUSTAINABILITY IS A KEY FACTOR – AND NASHVILLE MAY HAVE CREATED ITS OWN DEFINITION



Among the general public, the relevance of sustainability is very strong. On a scale of one to ten where one is not very important and ten is very important, a full 42% selected “ten” and 66% picked an “eight” or above.

A simple, universal definition of sustainability can be summarized as “Environment, Economy, Equity.”

Key elements of sustainability – clear air, water, and energy and a strong economy – all scored in the top 5 priorities for the general public. Another key tenet of sustainability, “equity” was represented by “more equal opportunity regardless of race, income or religion,” which came in as the 6th highest priority.

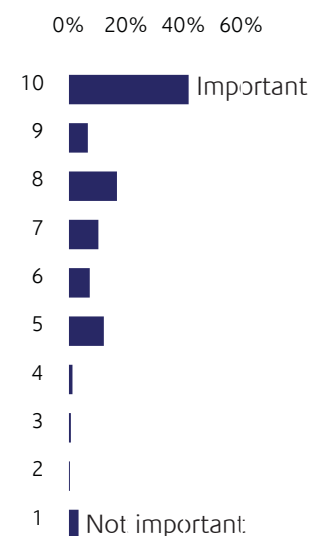
Community leaders were surprisingly unfocused on sustainability given how popular the concept is across all segments of the city. Instead, leaders spoke in terms of open space, greenways and bikeways perhaps as proxies for the word sustainability.

Few community leaders mentioned clean energy at all. This issue may need to be more aggressively addressed in the planning process given the general public’s deep interest in it.

Nashville has an opportunity to define its own kind of sustainability by blending its strong health care economy, natural resources, keen interest in “green” ideals along with other themes outlined in this summary in the following way phrases:

Affordable. Beautiful. Healthy. Multicultural. Prosperity for All.

How important is the issue of sustainability to you on a scale of one to ten, where one is Not important and 10 is Very Important?



9

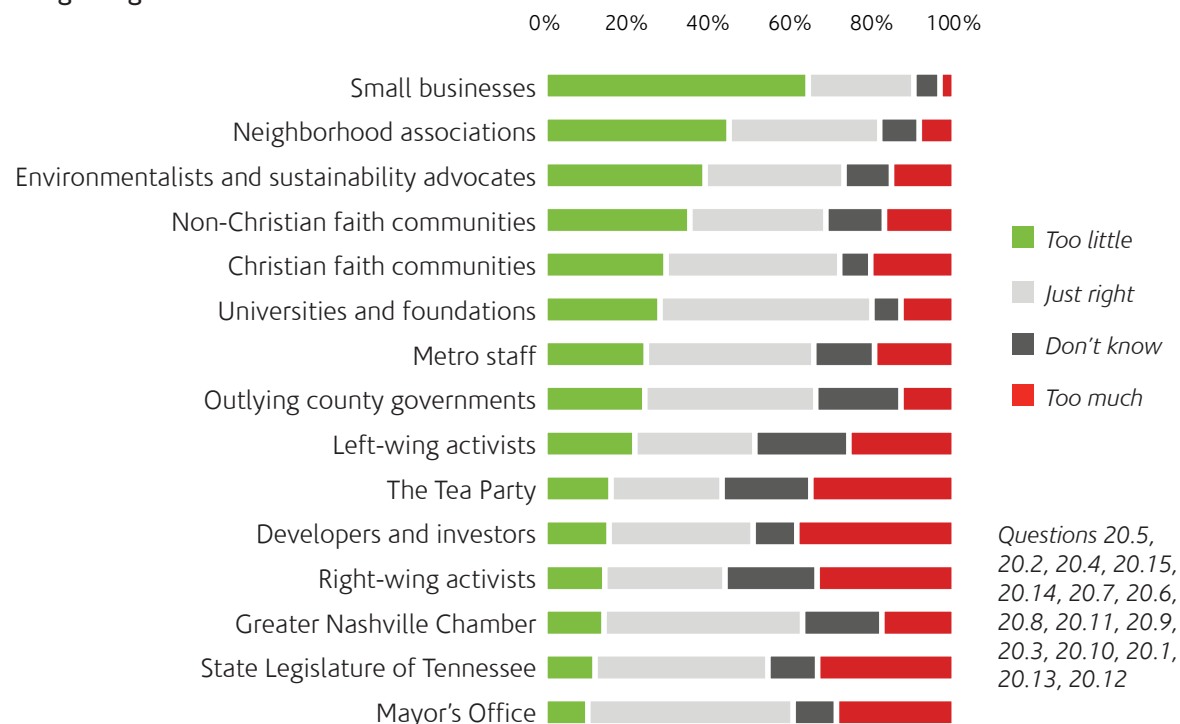
DECISION-MAKING IS PERCEIVED AS BALANCED WITH NO ONE GROUP OR DOMINATING DECISIONS OR ONE PART OF TOWN RECEIVING MORE THAN ITS SHARE



No group or area of town was perceived by a majority of the public as getting far too much or far too little share of voice, with the exception of small business as noted in Finding 5 above. No quadrant of the city was seen by a majority of getting more or less of its share of city resources.

This finding is unusual and may be part of the reason that more than 65% of the general public believes that “planning is on the right track” and over 70% want to “personally be involved in planning.”

Please tell me for each of the following whether they have too much, not enough or just the right degree of influence over decisions in Nashville:



10 COMMUNITY LEADERS HOPE THE 2040 PLAN WILL BE ACTIONABLE, PRAGMATIC AND INCLUSIVE – A REAL “BLUEPRINT” NOT PIE IN THE SKY.

Community leaders were asked what would make the 2040 planning process “a home run.” The consistent answer was a plan that was detailed enough to be funded and implemented realistically, would appeal to all segments of the city, and could inspire a large coalition of popular support to see it carried through.

CONCLUSIONS

The level of positives in Nashville right now is off the charts. People love the city and the climate for planning is almost ideal. Most people feel planning is on the right track already and want to be personally involved in it going forward. Intra-community leader cohesion is excellent, although some gaps exist between leaders and the general public.

However, some real problems do exist when the city thinks about its long-term future. There is a nearly universal feeling that Nashville’s “Achilles heel” is K-12 education. The general public has a substantial consensus around what it believes the key education solutions should be but few community leaders express confidence that it can really be put right. Affordability is generally under the radar. Small business support seems to be invisible. And while Nashville’s new multiculturalism is embraced, there is a strong need for greater linkage and culture connectivity.

Initial Recommendations

Several highly practical initial recommendations from the research can be sketched out for NashvilleNext discussion purposes:

- Create a campaign to dramatically increase college educated volunteer mentors for K-12 and support services their parents.
- Solve the translator problem using innovation and technology.
- Reconsider at least a non-mandatory demonstration in willing neighborhoods of inclusionary zoning/land trust policy as a means to solve affordability, multicultural linkages and some education problems.
- Focus on dramatically increasing these audiences into the upcoming planning process: young professionals, seniors, local business owners, and Hispanics.
- Celebrate and market small local businesses and independent business districts with more passion and sophistication.

“It’s going to take a huge amount of political courage—and not just by our elected leaders, to real people too – to do the kind of 2040 plan we need. We truly are our brothers’ keeper. We will have to make sacrifices. We need to live up to the volunteer state. We need to do good just to do good.”

“The plan needs to help people see how unified we can be. When there is a clear need, people FLOCK to help out, like the flood. People don’t understand we don’t have enough paper in the schools. They don’t know about the hunger. If they know, they will step up. “

- Develop more financial support systems and mentoring for young and multicultural micro-business entrepreneurs and small business.
- Develop a more aggressive cultural strategy outside of downtown.
- Install city-wide broadband in order to attract and retain entrepreneurs.
- Develop a more aggressive clean energy strategy.
- Get bolder in showing a network-wide vision of transit and work hard to develop non-federal funding strategies. Continue building the transit coalition out to include more rural areas, those with kids and in the northwest and south area of town. Understand how powerful the “seniors” interest is in transit and leverage it much further. Frame transit in economic terms.

In terms of “branding” the 2040 plan, Collective Strength recognizes the 2010 launch of the excellent “Nashvitality” campaign, which focuses on “the spirit of an active, healthy and green” lifestyle. This campaign, initially funded by federal stimulus money and developed in-house by the Metro Health department, is an almost perfect platform to extend into the 2040 planning process. Its tone is friendly, positive, aspirational and inclusive.

By creating Nashvitality 2.0 by adding more of an emphasis on education, job creation and affordability to the existing brand message, a tremendous connection can be made between all the key themes needed for the plan without using any unwieldy planning jargon. Additional federal funds may also be available by leveraging the existing investment. The budget for brand development may be much more cost effective and ready much sooner than starting from scratch would be.

Community Leader Verbatim Quotes

Collective Strength conducted confidential, one-on-one interviews with a wide range of community leaders, elected officials and Metro department heads. Those interviewed came from more than 25 different Metro Nashville zip codes. The material from the leaders helped inform some of the key question for the larger general population survey research.

The three issues that were considered top priorities by nearly every leader interviewed were jobs, education and transit. The “big three” priorities tended to dominate the conversation. Closing the gap between what elected leaders are focused on and what the general public is focused on could be one of the primary goals of the planning process.

The following are selected quotes from community leaders to give a flavor for their mindset “in their own words”:

“I hope that Nashville in 2040 is a city where everyone is thriving and that includes a lot of people who are not thriving now. In the future, it is a great place to do business, people want to move here, schools are great and every neighborhood is a safe and healthy place.”

“It is important to think about the whole life span. We tend to segment those who are young professionals and assume they are going to move when they have a family and move again when they get older. We have to stop doing that. We need to create communities where all ages can engage.”

“I’m proud that Nashville is such a welcoming city. We have the largest group of Kurds in the country. In our schools, over 100 languages are spoken. It is exciting. It means we are becoming more of a world class city.”

“Sustainability is a loaded term, it’s a trendy term. If it means economically viable, then yes we’re doing well. If we want to have sustainable growth then we have to do something about traffic. The problem is we’ve had a hodge-podge of zoning.”

“Nashville is not equitable. Those with a lower economic base and not a great family structure, they have a much harder time. The school system is terrible, the mental health system is terrible. If you have strikes against you, there is only one way out (drugs).”

“In terms of issues, public education and schools have to be done right. If we get that right, you won’t be able to stop our success.”

“The price of success comes at an expense... economic growth is always a risk for those who can’t afford it.”

“It’s going to take a huge amount of political courage—and not just by our elected leaders, to real people too – to do the kind of 2040 plan we need. We truly are our brothers’ keeper. We will have to make sacrifices. We need to live up to the volunteer state. We need to do good just to do good.”

“The plan needs to help people see how unified we can be. When there is a clear need, people FLOCK to help out, like the flood. People don’t understand we don’t have enough paper in the schools. They don’t know about the hunger. If they know, they will step up.”

“You have a health care industry and a music industry with lots of players and a lot of people looking to invest in the next big thing. We have an emerging tech sector. Entrepreneurs like living here. But they are out on their own and not integrated with what the city is doing. It would be smart to have the city focus on what are the basic infrastructure issues like transit and wifi and then message with

much more enthusiasm to support what the private sector is trying to do.”

“It is incredible to me... that we don’t see the link between housing and education. We have not faced the fact that class segregation, especially in public housing, is still a reality and is showing up in our numbers. Education stats show that performance is poor. Is that too bad and let it go?? Or do you struggle and find the answers to that?”

“The transportation system has disparity. The East/West connector is fine but here are many other improvements to be made. Other areas have the same or greater needs and have been neglected. We need more efficient bus routes going quickly. We need that for the whole city, not just for certain areas. The focus on how we improve the system for everyone, not just a few.”

“I think the local entrepreneurs and small businesses need more help. People have to be gutsy to go into business for themselves and we need more and more of them. We need to have more training for them and better marketing.”

“Nashville is a good place for seniors. It is relatively inexpensive in terms of exercise and entertainment. There is plenty of room for more seniors. We have a lot of different health care options and great greenways. I’m 80 and I love it here. We seniors need to keep our minds active.”

“Downtown used to be a scary place where only homeless people and porn lived. Now it is amazing. You hear more about East Nashville and other sections of town now. The whole downtown thing has taken off.”

“It is important that every neighborhood have stores and services of its own so that you don’t have to drive across town for the basics of life.”

“I hope that Nashville will become more of a mecca of opportunity in terms of businesses – both downtown and all around including the outskirts. Nashville has great potential and is kind of waiting for its burst of energy to take it to the top. We could be the next Atlanta or NYC even.”

“If you want Nashville to be stronger, you have to change the schools.”

“My vision of Nashville is about entrepreneurs. We are ‘Music Row.’ We should be generating Spotify-s!!!”

“I’d like the plan to have something for everyone. I’d like to look at it and see how it can benefit all the different areas. Not Downtown specific.”

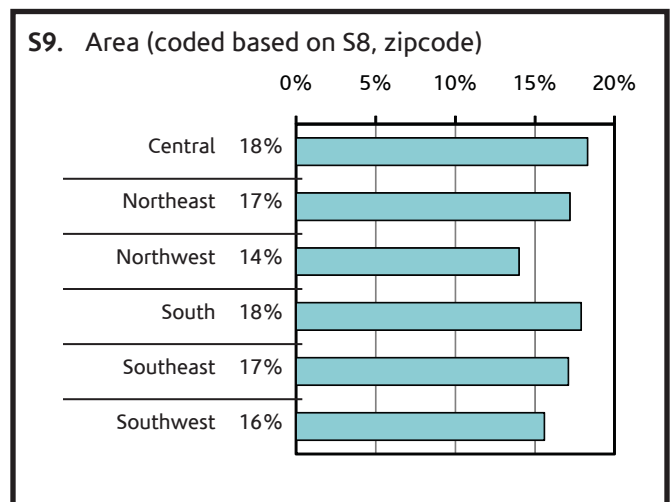
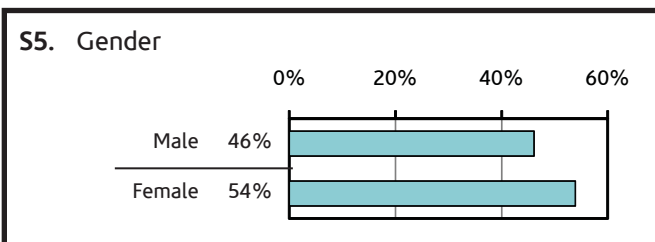
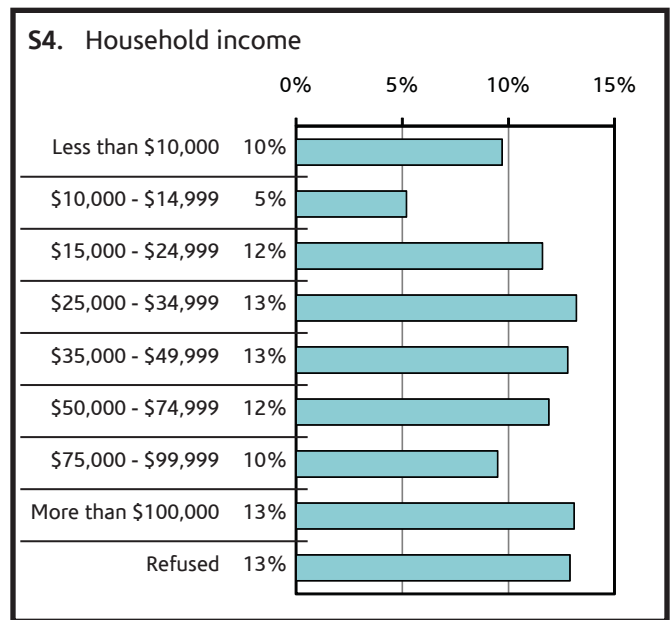
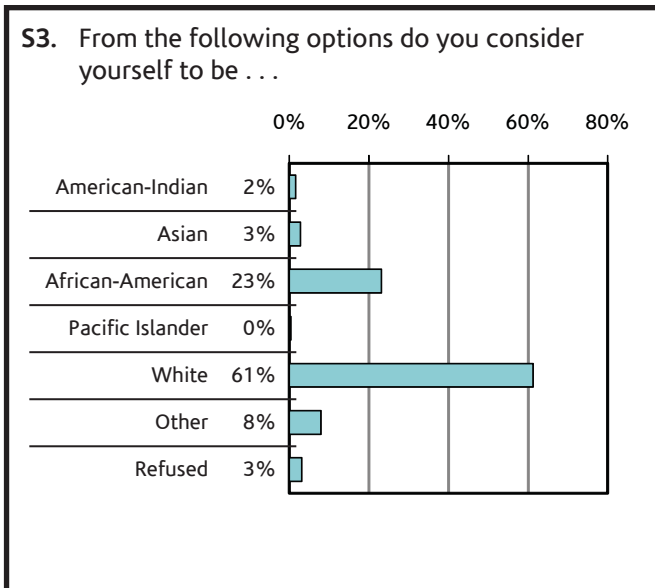
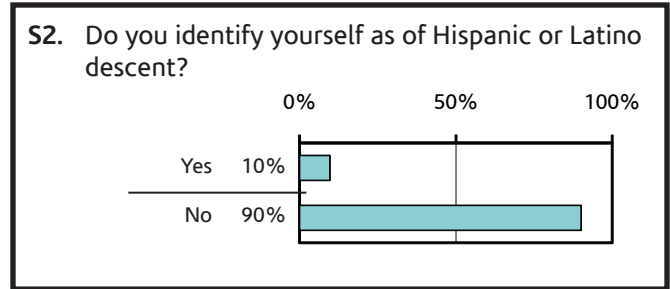
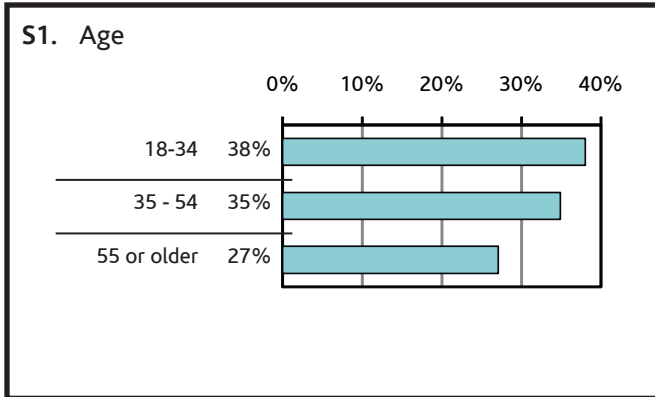
“The 2040 plan should be something that is comprehensive with a lot of detail – something that has a built in accountability for the future.”

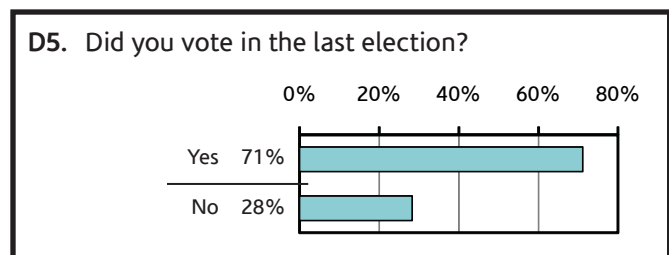
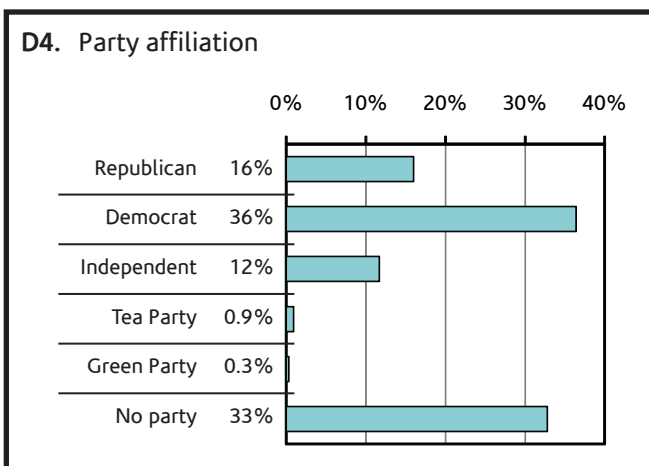
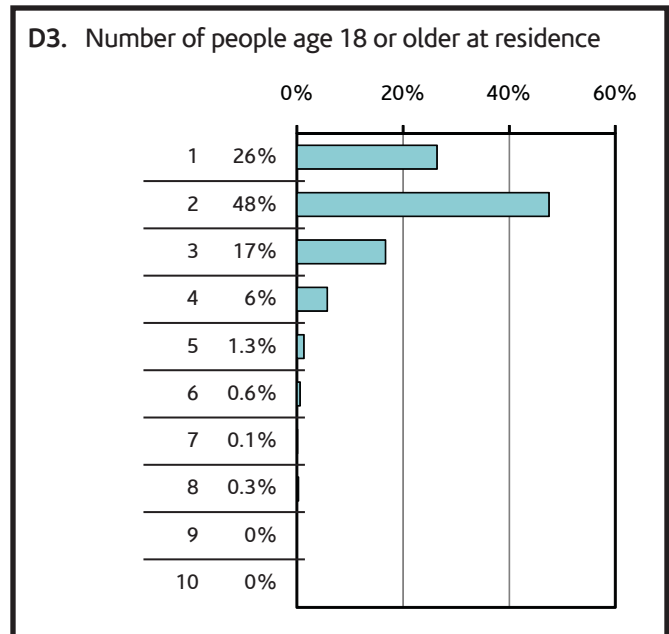
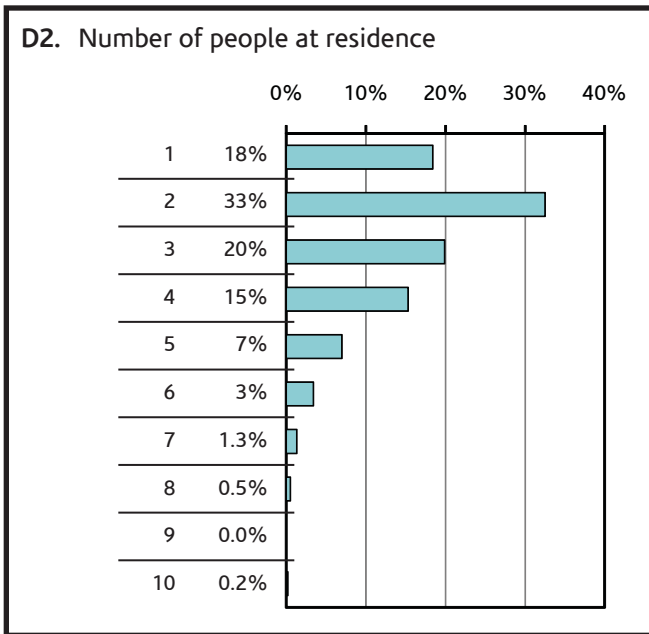
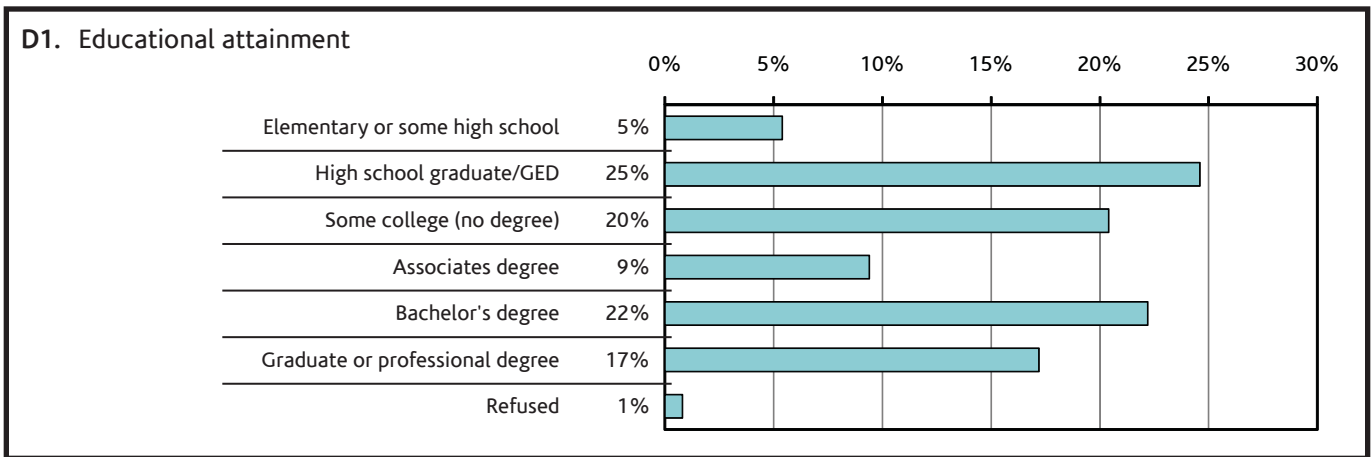
“We need.. an actual framing of the city and its potential. Most plans are wonky and very analytic. We have to redefine Nashville and what it can do. Are we just health care and country music, or are we something different?”

For additional information about this survey, contact robin@collectivestrength.com.

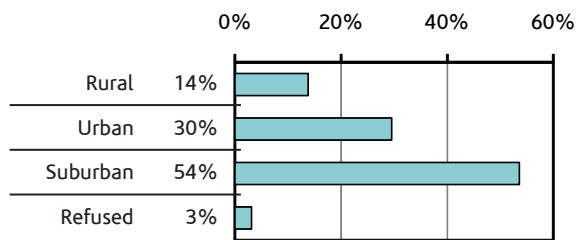
APPENDIX A: SURVEY RESULTS

DEMOGRAPHICS

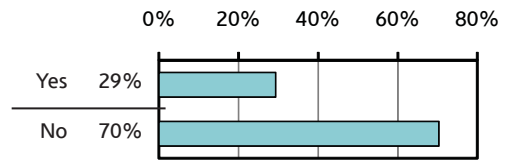




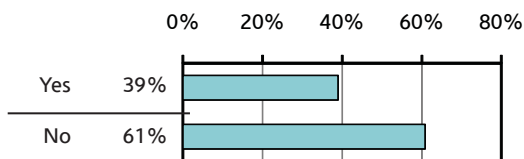
D6. Do you live in a rural, urban, or suburban area?



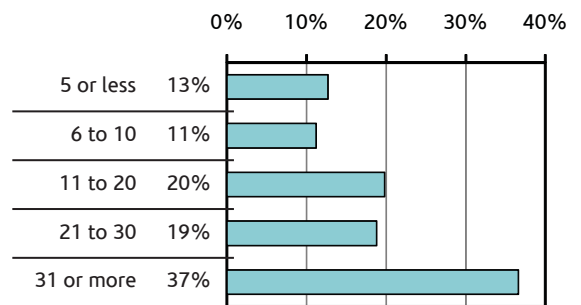
D7. In the last 12 months, have you written an op-ed or post on the internet about a community issue, or attended a community meeting?



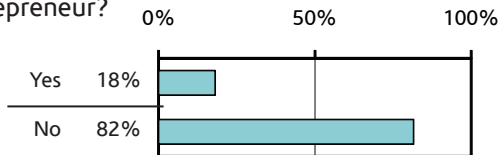
D8. Have you lived in Nashville all your life?



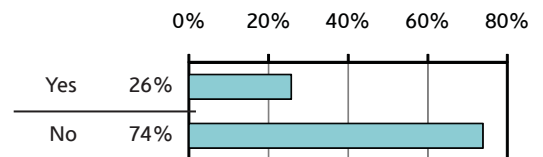
D9. How many years have you lived in Nashville?



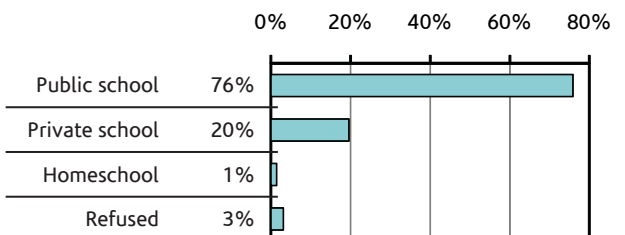
D10. Do you own a business or consider yourself an entrepreneur?



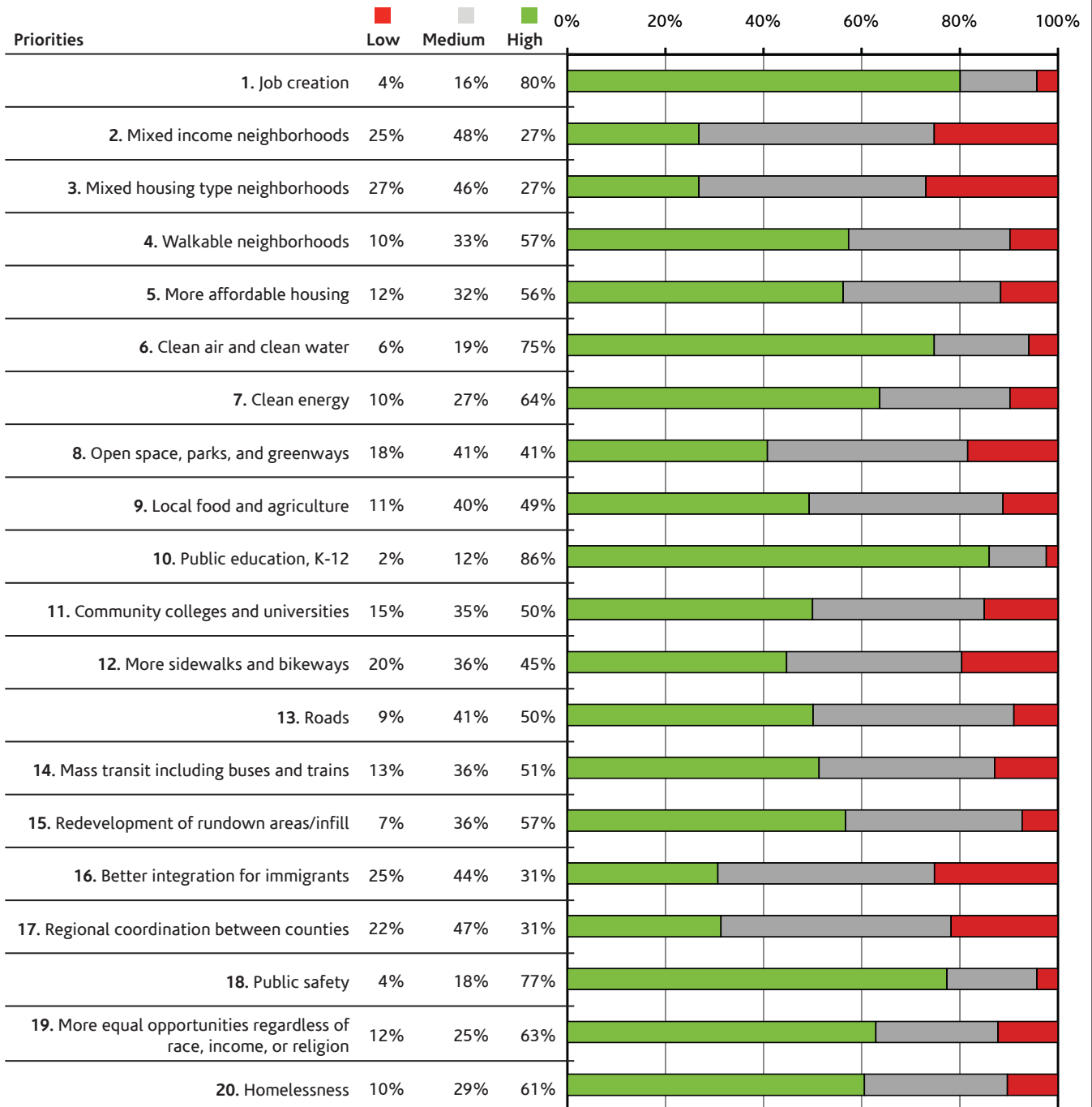
D11. Do you have kids 5 to 18?



D12. (for respondents with children 5 to 18)
Are they currently in a public school, a private school, or are they homeschooled?

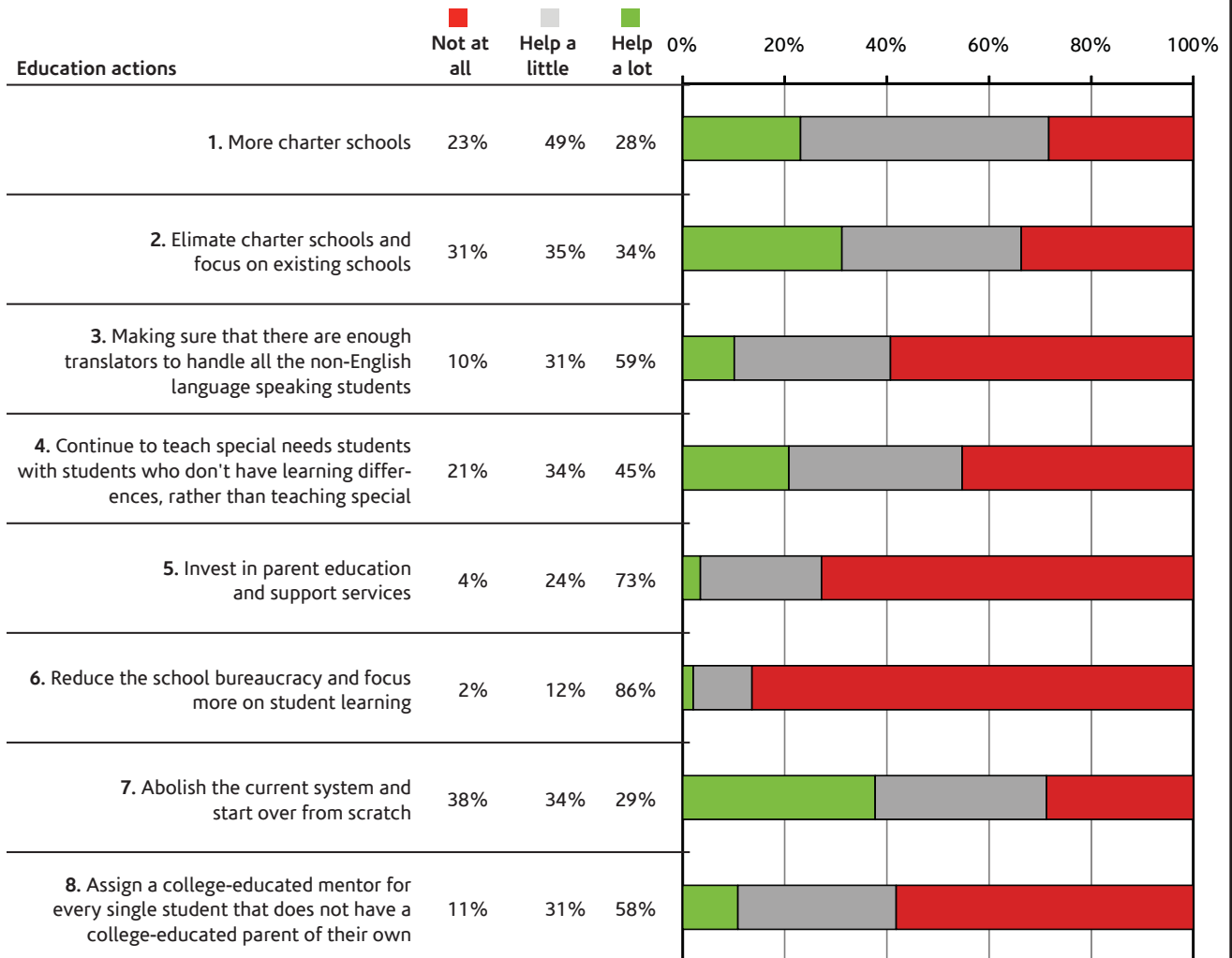


Q5. For each of the following, tell me if it should be a high, medium or low priority for elected officials and community leaders to work on and invest in for the future:

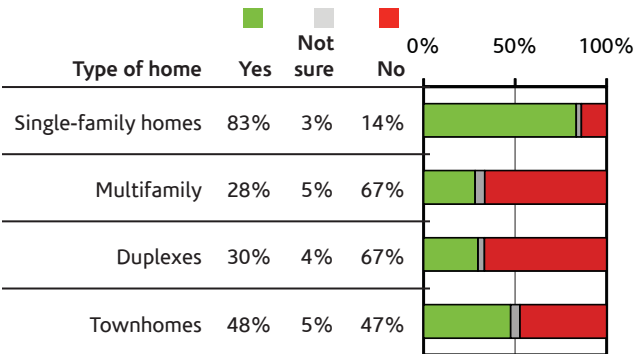


Q5b. (For respondents who gave "Public Education, K-12" a High priority)

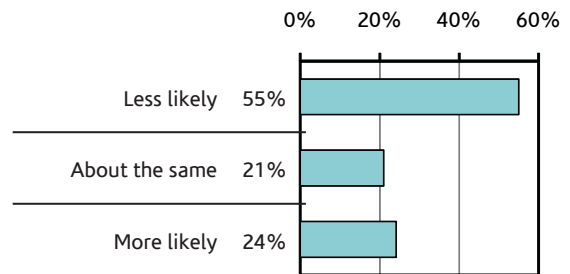
Tell me if each of the following actions would help the public schools in Nashville a lot, a little or not help at all:



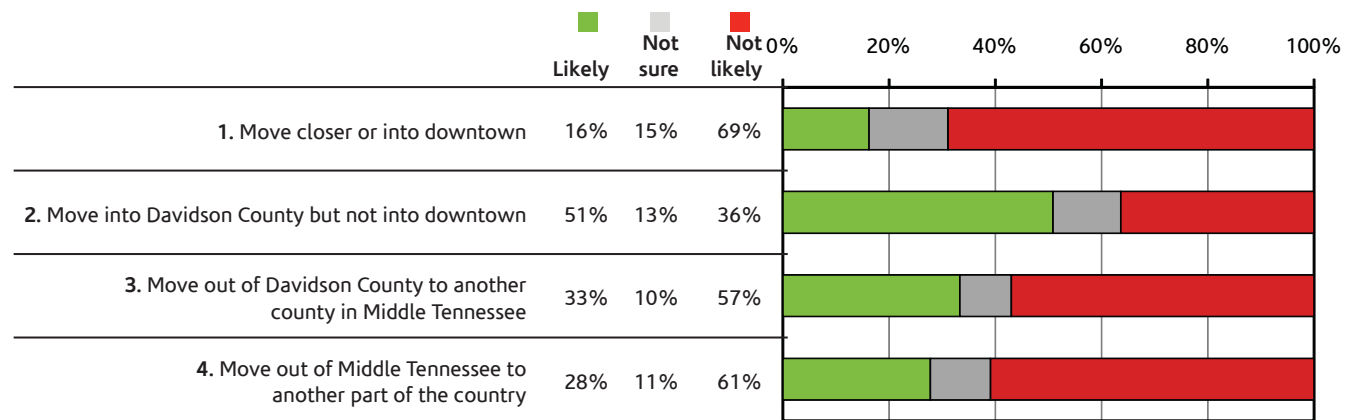
Q6. Regardless of what type of home you live in now, do you think that at some point you or members of your immediate family might like to live in:



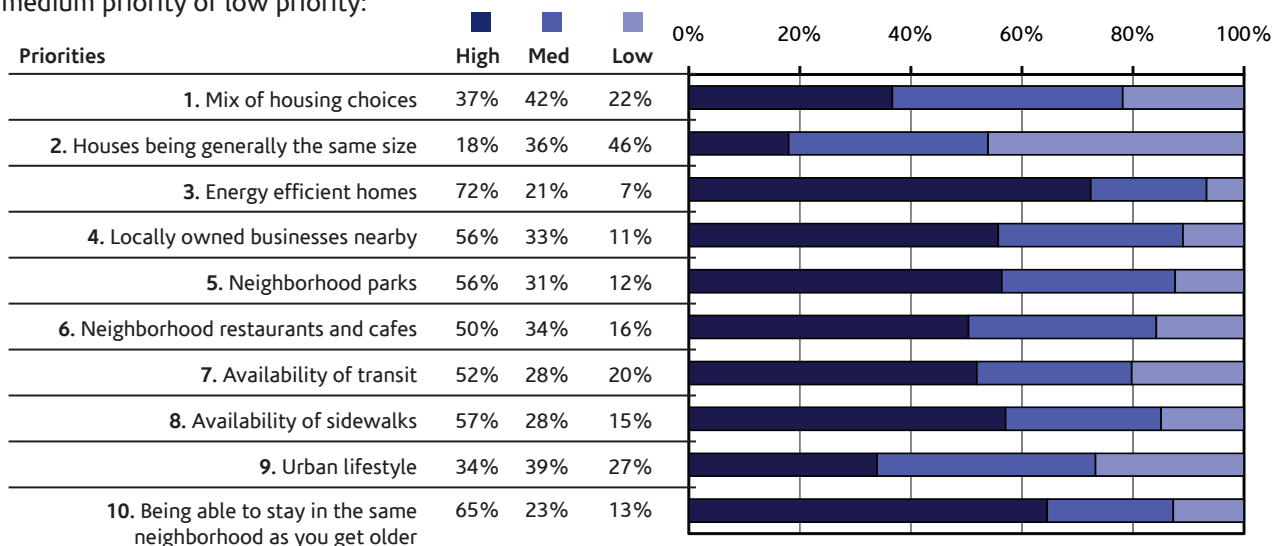
Q6b. Compared to years past, how likely are members of your family to rent rather than own their own home in the future? Do you think they are more likely, less likely, or just as likely to rent rather than own their own home in the future?



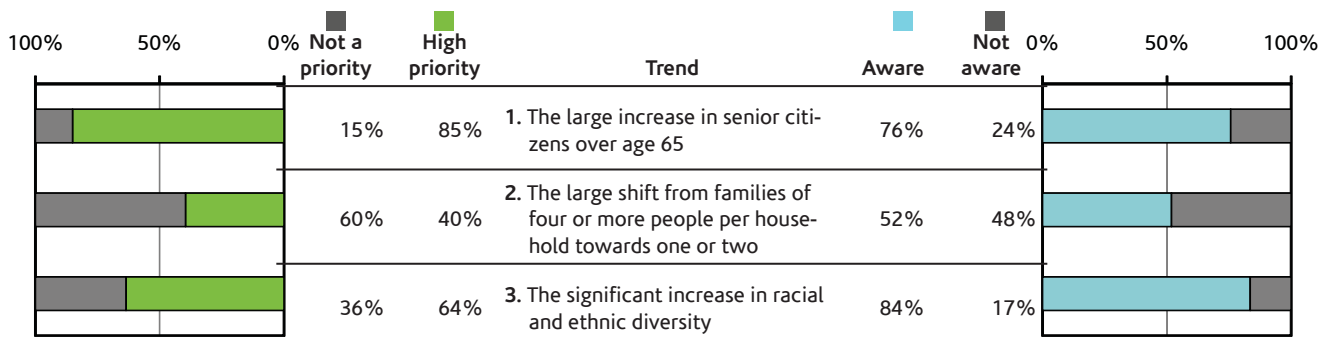
Q7. As you think about the next 25 years, would you say you are likely, unlikely or not sure that you might:



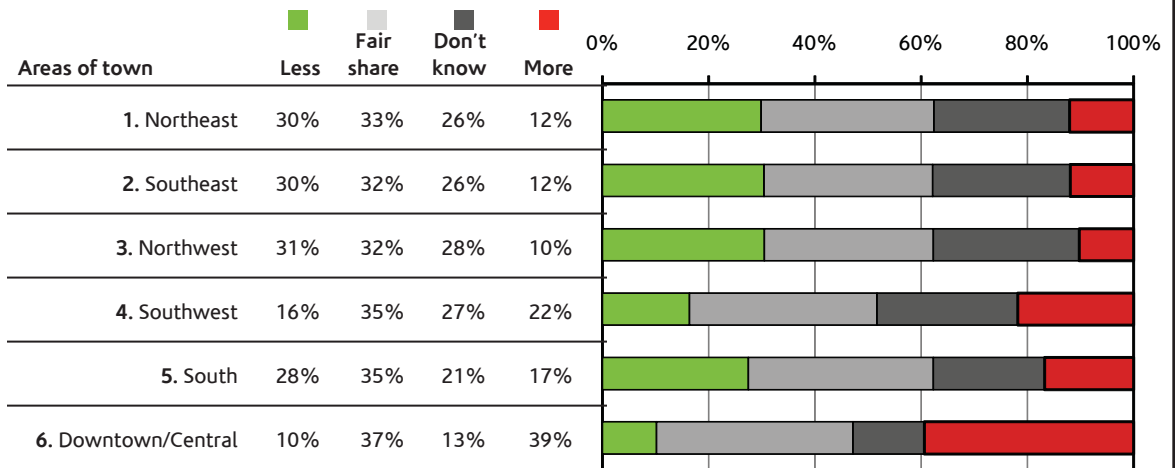
Q8. When you think about an ideal community for you to live in, which of the following would be a high priority, medium priority or low priority:



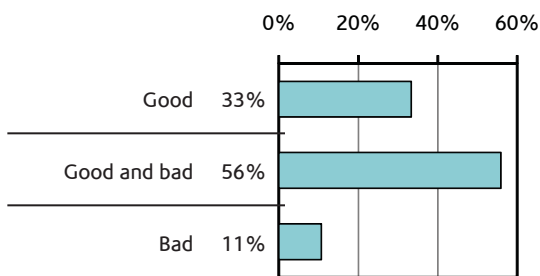
Q9. For each of the following national trends, tell me which ones you are already aware of and which you believe need to be a high priority issue for our country:



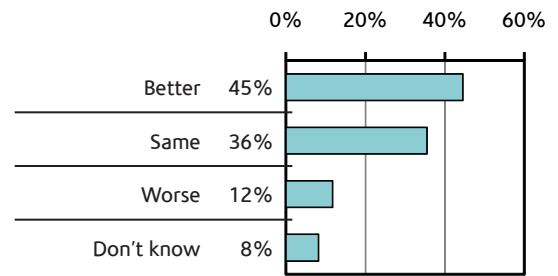
Q10. For each of the following areas in Nashville, tell me if it gets more than its share, less than its share or its fair share of Metro resources and attention:



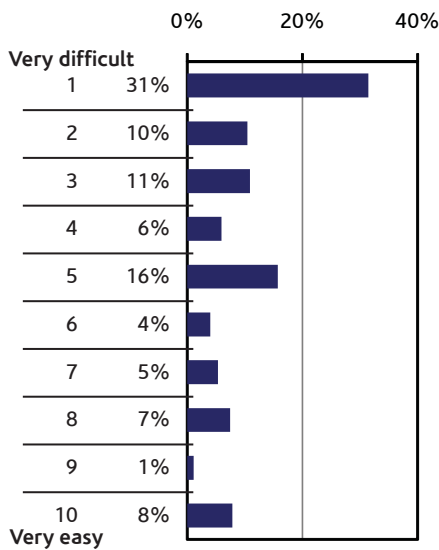
Q11. Nashville is becoming more diverse and multi-cultural with immigrants, refugees and people moving here from other places. Overall, is this trend good for the city, not good for the city or both good and bad for the city?



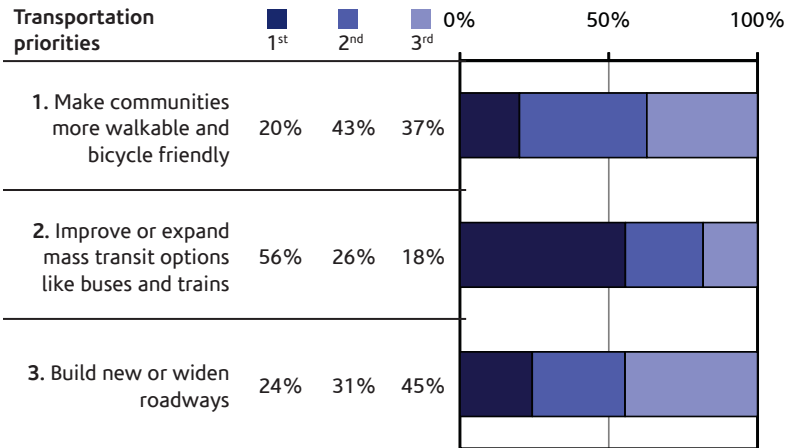
Q12. Some people believe that relationships and opportunities for African Americans in Nashville are getting better as the city grows and some believe they are staying the same or getting even worse. Which is closest to your belief?



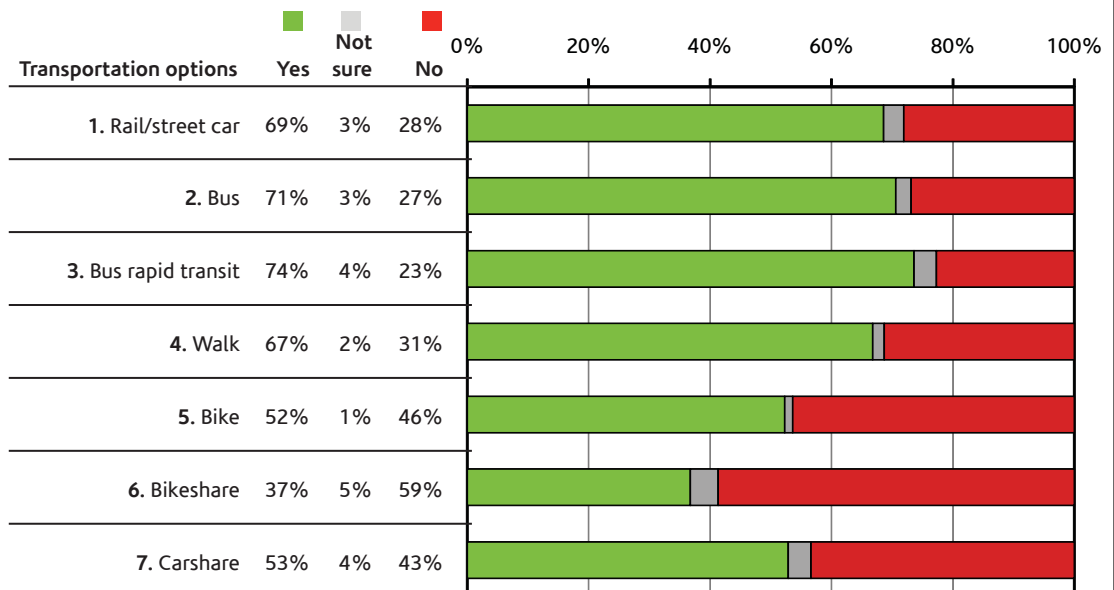
Q13. On a scale of one to ten, where one is very difficult and ten is very easy, how easy for you is it to get around Nashville without driving a car?



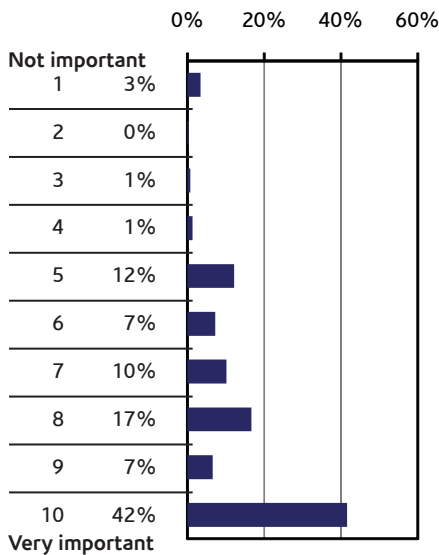
Q15. If you had to decide on an overall strategy for improving transportation in Middle Tennessee, which of the following would be your first priority, second, and third priority:



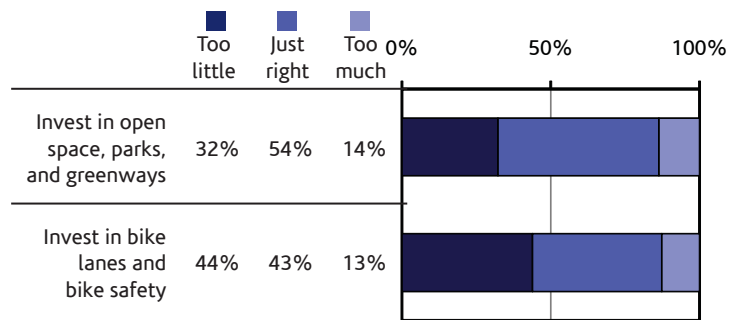
Q14. Are there any other ways you would like to be able to get around in the years ahead without having to drive a car?



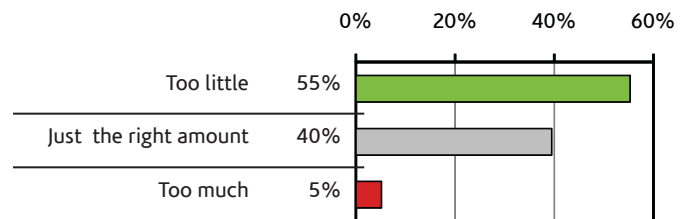
Q16. How important is the issue of sustainability to you on a scale of one to ten, where one is Not important and 10 is Very Important?



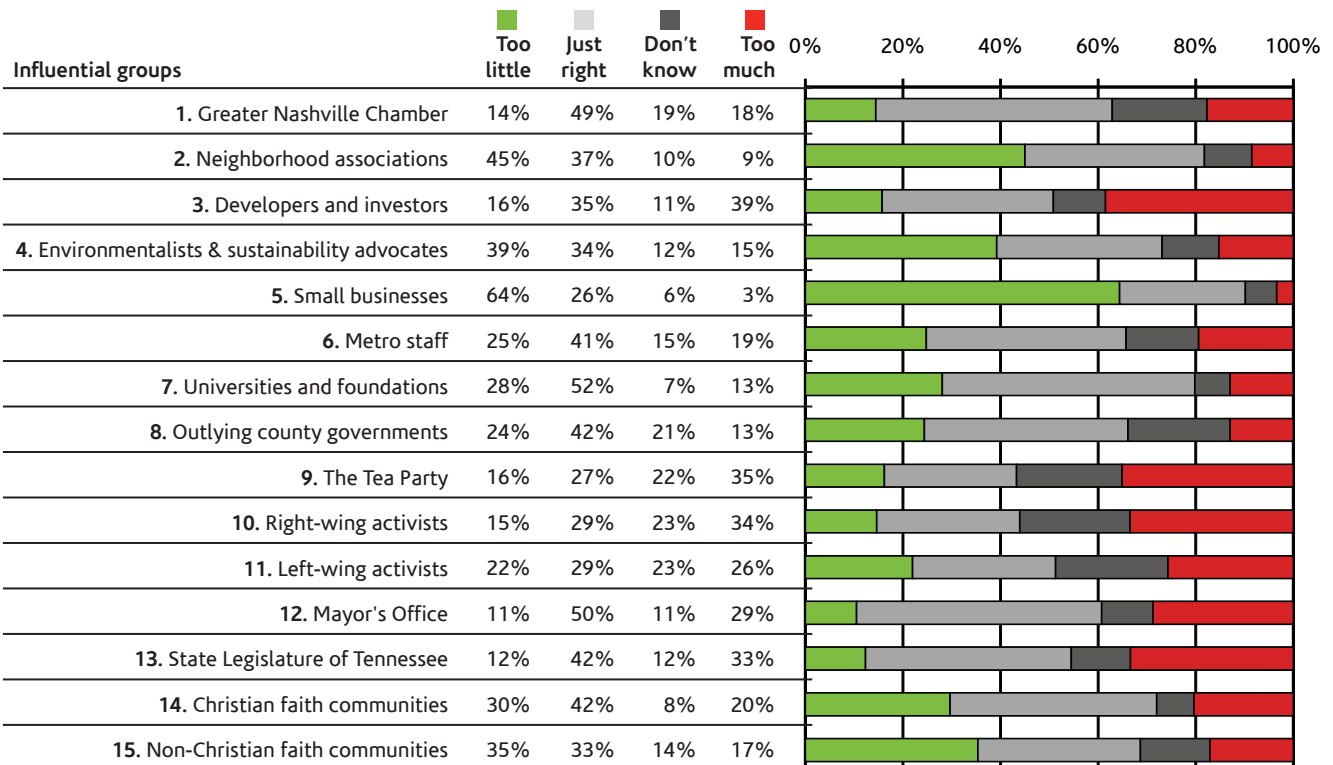
Q17 & 18. Is the Metro government investing too little, too much, or just the right amount in:



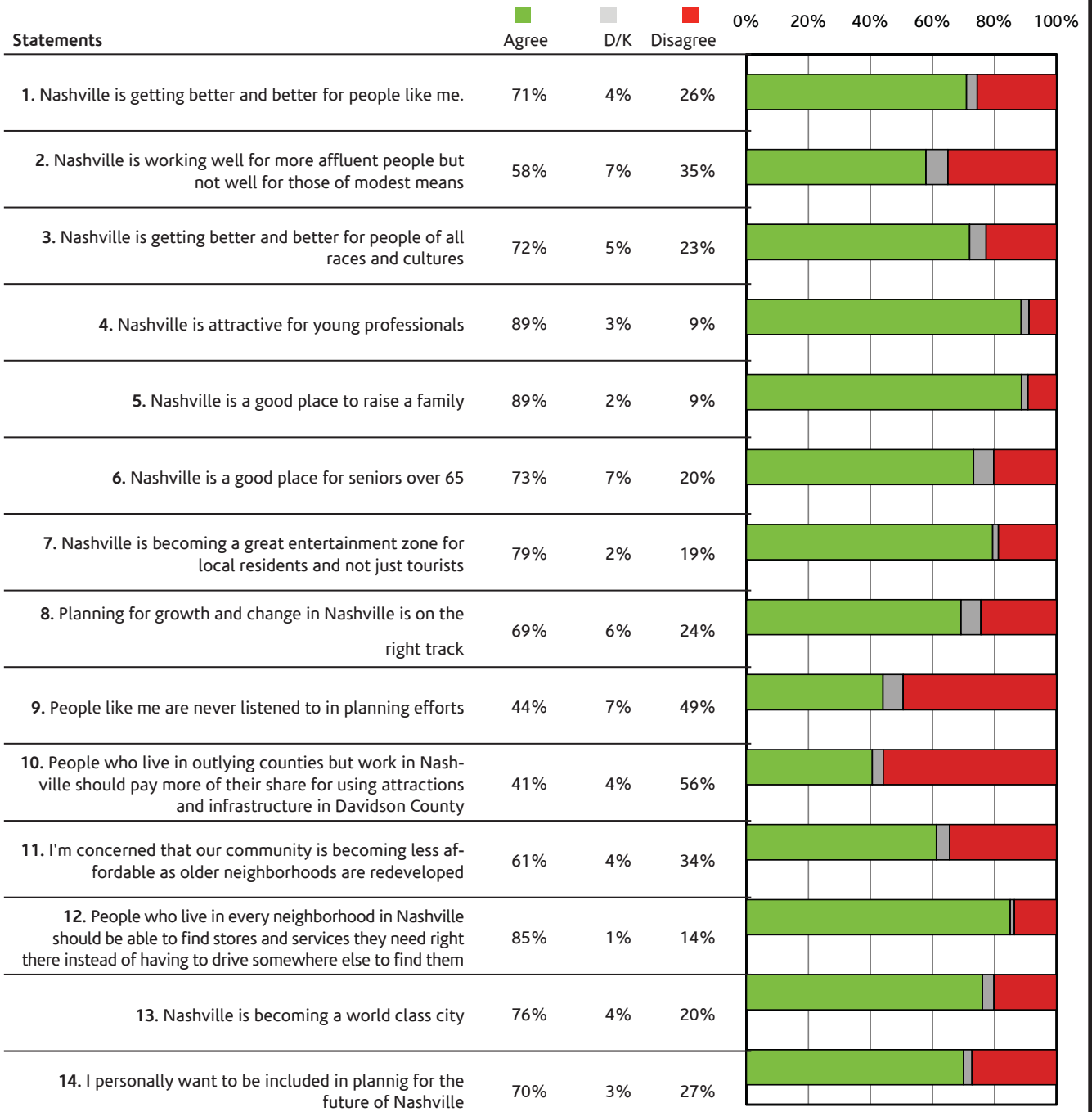
Q19. Do local Nashville independent businesses get too much, too little, or just the right amount of support from the Chamber and other agencies compared to large corporations?



Q20. Please tell me for each of the following whether they have too much, not enough or just the right degree of influence over decisions in Nashville:



Q21. Do you generally agree or disagree with the following statements:



APPENDIX B: QUESTIONNAIRE

Q1. What do you like most about living in Nashville now? (Do not read list)

- Good economy
- Friendly people
- Green and pretty
- Other, pls specify

Q3. What are the biggest threats to the quality of life in Nashville? (Do not read list)

- Public education
- Lack of transit options
- Other, please specify

Q4. If you could change one thing that would make Nashville much better for future generations, what would that be? (Do not read list)

- Schools
- Transportation
- Other _____

Q5. For each for the following, tell me if it should be a high, medium or low-priority for elected officials and community leaders to work on and invest in for the future?

(Read List. Mark High, Medium or Low) - (List will rotate.)

1. Job Creation
2. Mixed income neighborhoods
3. Mixed housing type neighborhoods
4. Walkable neighborhoods
5. More Affordable housing
6. Clean Air and Clean Water
7. Clean Energy
8. Open Space , Parks and Greenways
9. Local Food and Agriculture
10. Public Education K-12
11. Community Colleges and Universities
12. More sidewalks and bikeways
13. Roads
14. Mass Transit including buses and trains
15. Redevelopment of run down areas/Infill
16. Better integration for Immigrants
17. Regional coordination between counties
18. Public Safety
19. More equal opportunities regardless of race, income or religion
20. Homelessness

Q5a. Is there anything you would add as a HIGH priority that I didn't mention? _____

Q5b. For those people who picked High Priority for Education k-12: Tell me if each of the following actions would help the public schools in Nashville a lot, a little or not help at all?

More charter schools

1. Eliminate charter schools and focus on existing schools
2. Making sure that there are enough translators to handle all the non-English language speaking students
3. Continue to teach special needs students with students who don't have learning differences, rather than teaching special needs students separately.
4. Invest in parent education and support services
5. Reduce the school bureaucracy and focus more on student learning
6. Abolish the current system and start over from scratch
7. Assign a college educated volunteer mentor for every single student that does not have a college-educated parent of their own.

Q5c. Are there any other actions you think would help a lot? _____

Q6. Regardless of what type of home you live in now, do you think that at some point you or members of your immediate family might like to live in

(read list, yes/ no/ DK)

1. Single Family Homes
2. Multifamily
3. Duplexes
4. Townhomes.

Q6b. Do you feel that members of your family are more likely, less likely or about the same kind of likely to want to rent rather than own their own homes in the future than they might have been in years past?

- More likely to rent
- Less likely to rent
- About the same

Q7. As you think about the next 25 years, would you say you are likely, unlikely or not sure that you might: (Read list)

1. Move closer or into downtown?
2. Move into Davidson County but not downtown?
3. Move out of Davidson County to another county in Middle Tennessee?
4. Move out of Middle Tennessee to another part of the country?

Q8. When you think about an "ideal" community for you to live in, which of the following would be a high priority, medium priority or low priority? (Read list Note: list will rotate)

1. Mix of housing choices
2. Houses being generally the same size
3. Energy efficient homes
4. Locally owned businesses nearby
5. Neighborhood parks
6. Neighborhood restaurants and cafes
7. Availability of transit
8. Availability of sidewalks
9. Urban lifestyle
10. Being able to stay in the same neighborhood as you get older

- Q8a.** Is there anything else that be a high priority in your “ideal” community? _____
- Q9.** For each of the following national trends, tell me which ones you are already aware of and which you believe need to a high priority issue for in our country?
(Read list, record both answers)
- The large increase in the number of senior citizens over age 65.
 - The large shift from families of four or more people per household towards one or two per household.
 - The significant increase in racial and ethnic diversity.
- Q10.** For each of the following areas in Nashville, tell me if it gets more than its share, less than its share or its fair share of Metro resources and attention? (Note: Rotate coordinates)
- Northeast
 - Southeast
 - Northwest
 - Southwest
 - South
 - Downtown or Central
- Q11.** Nashville is becoming more diverse and multi-cultural with immigrants, refugees and people moving here from other places. Overall is this trend good for the city, not good for the city or both good and bad for the city?
- Good
 - Bad
 - Both
- Q12.** Some people believe that relationships and opportunities for African Americans in Nashville are getting better as the city grows and some believe they are staying the same or getting even worse. Which is closest to your belief?
- Better
 - Same
 - Getting worse
- Q13.** On a scale of one to ten, where one is very difficult and ten is very easy, how easy for you is it to get around Nashville without driving a car?
- Q14.** Are there any other ways would you like to be able to get around in the years ahead without having to drive a car? How about (Read List)
1. Rail / street car
 2. Bus
 3. Bus Rapid Transit
 4. Walk
 5. Bike
 6. Bikeshare
 7. Carshare
- Q15.** If you had to decide an overall strategy for improving transportation in Middle Tennessee, which of the following would be your first priority, second, and third priority. (Read list)
1. Make communities more walkable and bicycle friendly
 2. Improve or expand mass transit options like buses and trains
 3. Build new or widen roadways

- Q16.** How important is the issue of sustainability to you on a scale of one to ten? (if asked for a definition, say meeting the needs of this generation without preventing the next generation from meeting theirs too.)
- Q17.** Is the Metro government investing too little, too much or just the right amount in open space, parks and greenways? Too little, too much or just the right amount
- Q18.** Is the Metro government investing too little, too much or just the right amount on bike lanes and bike safety? Too little too much just the right amount
- Q19.** Do local Nashville independent businesses get too much, too little or just the right amount of support from the Chamber and other agencies compared to large corporations? Too much too little just the right amount
- Q20.** Please tell me for each of the following whether they have too much, not enough or just the right degree of influence over decisions in Nashville?
1. The Greater Nashville Chamber
 2. Neighborhood Associations
 3. Developers and investors
 4. Environmentalists and sustainability advocates
 5. Small businesses
 6. Metro Staff
 7. Universities and Foundations
 8. Outlying county governments
 9. The Tea Party
 10. Right wing activists
 11. Left wing activists
 12. Mayor's Office
 13. The State Legislature of Tennessee
 14. Christian faith communities
 15. Non Christian faith communities

Q21. Do you generally agree or disagree with the following statements (list will rotate.)

1. Nashville is getting better and better for people like me.
2. Nashville is working well for more affluent people but not well for those of modest means.
3. Nashville is getting better and better for people of all races and cultures.
4. Nashville is attractive for young professionals.
5. Nashville is a good place to raise a family.
6. Nashville is a good place for seniors over 65.
7. Downtown Nashville is becoming a great entertainment zone for local residents and not just tourists.
8. Planning for growth and change in Nashville is on the right track
9. People like me are never listened to in planning efforts.
10. People who live in the outlying counties but work in Nashville should pay more of their share for using the attractions and infrastructure in Davidson county.
11. I'm concerned that our community is becoming less affordable as older neighborhoods are redeveloped.
12. People who live in every neighborhood in Nashville should be able to find the stores and services they need right there instead of having to drive somewhere else to find them.
13. Nashville is becoming a world class city
14. I personally want to be included in planning for the future of Nashville.

Demographics

S-questions: Census-compatible demographics

D-questions:

- Political party preference: Republican-Democrat-Independent-Tea Party-Green-No Party
- Voted in last presidential election?
- Live in a rural, urban, suburban area?
- Influencer (written an op-ed or post on the internet about a community issue, or attended a community meeting in the last 12 months)
- Have you lived in Nashville all your life? Yes / No
- If no, How many years have you lived in Nashville?
- Do you own a business or consider yourself an entrepreneur? Yes/No
- Do you have kids 5 to 18? If yes, are they currently in a public school, a private school or are they homeschooled?
- What is the name of your county?
- What is the name of your neighborhood? (if room)
- What is your zip code? (Note, see zip list possible to program it?)

APPENDIX C: LIST OF IN-DEPTH INTERVIEWS

The following is an alphabetical listing of the 92 community members across 19 different Metro zip codes who completed our confidential in-depth interview to support the upcoming 2040 Plan. From the list Collective Strength was provided, the remaining chose not to participate after being invited or contacted at least three times.

The names are associated with a wide range of large and small businesses, elected offices, neighborhood associations, non-profits, educational institutions and development organizations.

These in depth interviews were conducted during from June to October 2011 and formed the initial basis of question topics for the 1,000 person quantitative poll that was also conducted in support of the Plan.

Steve Abernathy	Duane Dominy	Lonnell Matthews	Renato Soto
Greg Adkins	Jacobia Dowell	Santiago Maurice	Darryl Taliaferro
Burkley Allen	Robert Duvall	Sean McGuire	Shawn Thomson
John Sims Baker	Pat Emery	Janet Miller	Debbie Thurman
Paul Ballard	Katherine Esquivel	Darius Montgomery	Steve Turner
Rev. Bill Barnes	Jay Everett	Ken Moore	Tom Turner
Shari Barkin	Billy Fields	Steve Moore	Hedy Weinberg
Fabian Bedne	Susan Floyd	Sandra Moore	Sherry Weiner
David Berryman	Andrew Free	Jeanie Nelson	Peter Westerholm
Aphonso R. Brodie	Brenda Gilmore	Alistair Newbern	Carol Westlake
Charles Bone	Erica Gilmore	Freddie O'Connell	Kenneth Wilber
Bob Borzak	Jimmy Granbery	Jeffrey Orkin	Matt Wiltshire
Davette Blalock	Chad Grout	Loretta Owens	Daniel Woods
Tom Bradshear	William Hastings	Bill Paul	Steve Zralek
James Bristol	Mike Hodge	Phil Ponder	
Michael Burcham	Jason Holleman	Bill Pridemore	
Phil Clairborne	Kia Jarmon	Bill Purcell	
Mary Helen Clark	Bridget Jones	Joan Randall	
Ed Cole	Don Klein	Jesse Register	
Jennifer Cole	David Kleinfelter	Tim Roach	
Brian Copeland	Cliff Lippard	Phil Ryan	
Laurel Creech	Keith Loiseau	Gary Scott	
Yuri Cunza	Randy Lovett	Loraine Segovia-Paz	
Anthony Davis	Billy Lynch	John Sheley	
Karl Dean	Tommy Lynch	Ralph Schulz	
Doug Demosi	Bert Mathews	Colby Sledge	