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Oak Hill Survey Shows Residents Are Satisfied with City and Services

OAK HILL, Tenn. – The City of Oak Hill has released the results of a recent scientific survey of city residents. The survey shows that residents value living in Oak Hill and are highly satisfied with city services.

In the survey, Oak Hill residents stated that they value their neighborhoods, the convenience of nearby amenities, the safety of the area and other factors. On the other hand, more than half of the respondents could not think of a single thing they dislike about living in the city of almost 5,000.

“Compared to other cities, there are no issues that a sizeable number of people are unhappy about,” said John Perdue of Daxko T2 consulting, which performed the survey.” Daxko conducted telephone interviews with 411 Oak Hill residents, resulting in statistically reliable survey results. An additional 186 residents completed an online version of the survey.

The survey found that many residents use city services and more than 75% are satisfied with Oak Hill’s trash service, communications with residents, streets and snow removal. “Satisfaction with city services is high,” the survey found.

“I am heartened by the positive response of Oak Hill’s citizens,” said Mayor Austin McMullen. “These results are very helpful in evaluating City programs and services as we continue working to maintain a high level of resident satisfaction.”

Oak Hill citizens expressed a positive view about the City’s direction. When asked what concerns them most about the future of Oak Hill, the greatest number of respondents - more than 35% - could not identify anything.

Oak Hill Commissioners plan to use the survey results as they plan for the city’s future. The survey revealed broad support, exceeding 75% of respondents, for allowing a variety of events at Glen Leven Farm, located on Franklin Road in Oak Hill. Less than 15% of respondents support instituting a property tax to fund the construction of sound walls along I-65. More than 75% of respondents indicated that sidewalks and bike lanes are acceptable at their current level or should be scaled back.

Complete survey results are available on the City of Oak Hill’s website, www.oakhilltn.us.

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City of Oak Hill Citizen Survey

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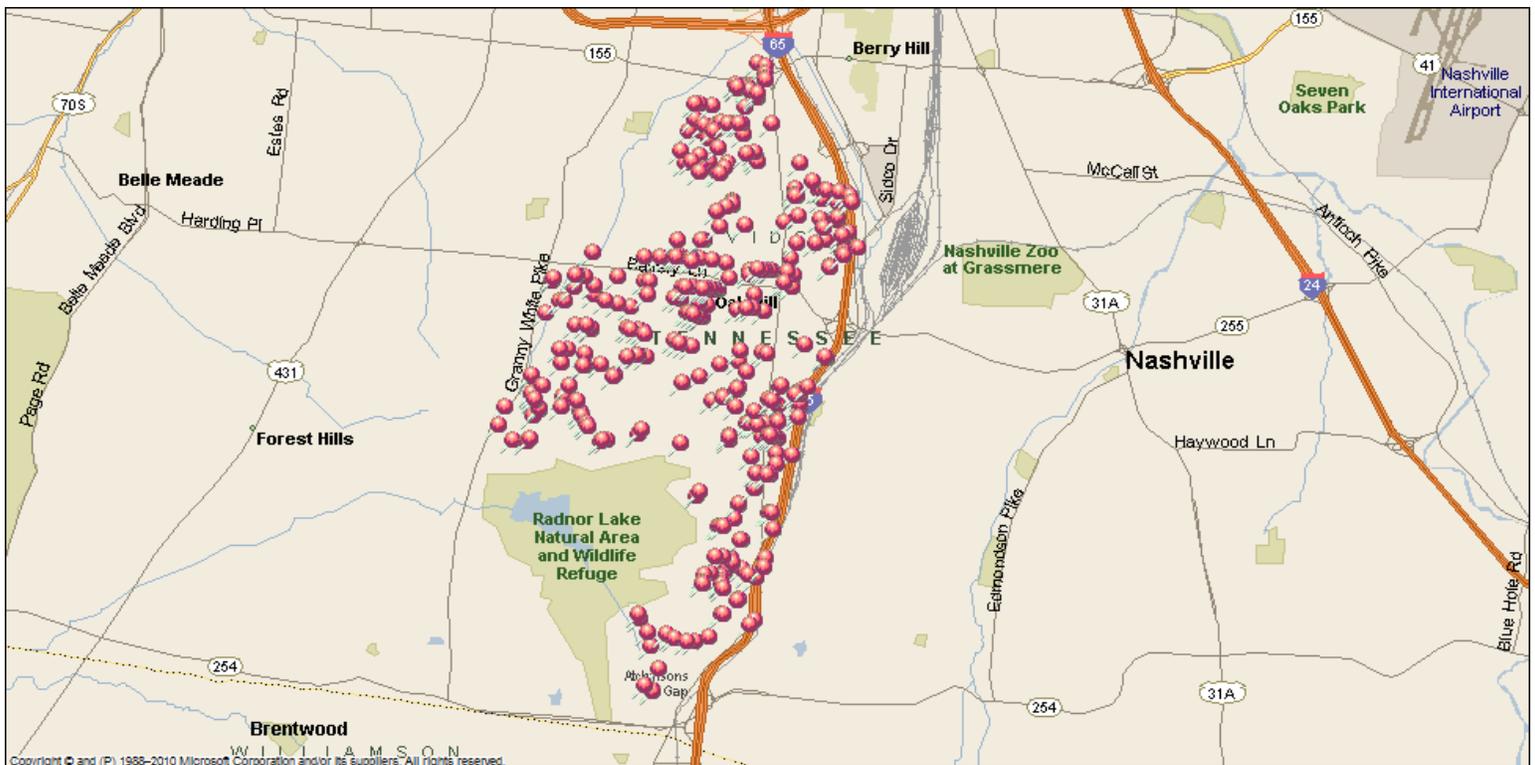
Purpose

The purpose of this survey was to:

- a. Gather firm information about what residents are thinking about their city
- b. Identify problems or concerns, which may or may not have previously come to attention
- c. Measure specific information about their opinions and preferences on issues which have been identified
- d. Determine how this information might correlate with broad demographic factors like family size, age, and location of their home
- e. Explore any other “unknowns” which might surface

Methodology

411 telephone interviews were completed with a random sample of Oak Hill households. The locations of the phone respondents are shown on the map which follows:



An additional 186 people completed an online version of the survey. These responses are not statistically valid because the respondents were not selected at random, and respondents who "volunteer" for surveys like this often turn out to represent only a segment of the total population. For this reason the online survey results will be shown in this report separately from the statistically valid phone respondents.

Demographics and Psychographics

The demographics of the city can be summarized as follows:

Demographic Summary		
<i>2010 Census Data</i>	City of Oak Hill	U.S. Average
Population		
Households	1,853	116,761,140
Individuals	4,581	311,212,863
Average household size	2.47	2.59
Annual growth, '10-'15	0.5%	0.78%
Median age	48.2	37.0
Households with children	31.9%	35.5%
Households with seniors	31.0%	23.4%
College degree	69.3%	35.8%
White collar	87.5%	61.6%
Services	6.3%	17.3%
Blue Collar	6.2%	21.1%
Financials		
Median family income	\$96,876	\$54,442
Median home value	\$363,205	\$157,913
Percent owning home	80.9%	58.0%
Percent renting home	13.4%	30.1%
Percent of vacant homes	5.6%	11.9%
Ethnicity		
White	94.5%	71.9%
Black	1.3%	12.5%
Other	4.2%	15.60%
Total	100.0%	100.0%
Percent Hispanic origin	2.1%	17.70%

Oak Hill has a population of about 1,850 families which are older than the U.S. population, with fewer households with children and more households with seniors. Educational, occupational, and income levels are much higher than average.

Demographics and Psychographics *continued*

The demographics describe a population with numbers while Tapestry segmentation describes it by lifestyles. Some 60+ lifestyle descriptions (Tapestry segments) are used to describe all the lifestyles found in the the U.S. Tapestry segmentation shows the lifestyles of any geographic area and the % of each in the population. There are only 3 Tapestry segments which make up the whole population of Oak Hill, as follows:

Rank	Tapestry Segment	City of Oak Hill	U.S. Total
1	03. Connoisseurs	61.6%	1.3%
2	14. Prosperous Empty Nesters	24.1%	2.1%
3	22. Metropolitans	14.3%	1.4%
	Total	100.0%	4.8%

The full definitions of these 3 Tapestry segments are as follows:

Tapestry Segment 3: Connoisseurs

Demographic

Residents of Connoisseurs neighborhoods are somewhat older, with a median age of 47.2 years. Approximately 70 percent of the population is married. Although residents appear closer to retirement than child-rearing age, 30 percent of the households are married couples with children living at home. Ethnic diversity is negligible.

Socioeconomic

Connoisseurs are second in affluence only to the Top Rung segment. This market is well educated; 64 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self-employed; the rate is twice that of the national average. They have a median household income of \$115,893 and supplement their salaries with income from interest, dividends, and rental properties.

Residential

Connoisseurs neighborhoods are usually slow-growing, established, affluent areas in densely populated city centers. Most of their homes are single-family structures built before 1970; 87 percent own their homes. Commuting is a way of life; compared to the US average, more Connoisseurs residents live in a different state from where they work.

Preferences

Connoisseurs residents may be second to Top Rung in wealth, but they are tops for conspicuous consumption. Their homes include the latest upgrades. Not do-it-yourselfers, residents hire contractors for home improvement and remodeling projects, lawn care, landscaping services for property upkeep, and professional housecleaning

services. Households have burglar alarms for home security, and residents belong to the AAA auto club for vehicle security. They grind their own coffee beans, particularly Starbucks. This is one of the top markets for owning or leasing a luxury car or convertible equipped with a navigational system.

Exercise is a priority: they work out weekly at a club or other facility, ski, play golf and tennis, practice yoga, and jog. They also buy the latest sports attire to look good while exercising. They travel abroad and in the United States, go to museums, and attend theater and dance performances. They go online to make travel plans, track and trade their investments, and shop. They order from high-end catalogs and shop in person at service-oriented department stores.

Connoisseurs residents are well read. They read history books; mysteries; biographies; two or more daily newspapers; and epicurean, travel, finance, and business magazines. Residents listen to classical music as well as public, all-news, news/talk, and all-talk radio. Active in their communities, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues. Connoisseurs eat out several times a week, but, for fun, will cook at home occasionally.

Tapestry Segment 14: Prosperous Empty Nesters

Demographic

Approximately 6 in 10 householders in Prosperous Empty Nesters neighborhoods are aged 55 years or older. Forty percent of the households are composed of married couples with no children living at home. Residents are enjoying the move from child-rearing to retirement. The median age is 47.6 years. Population in this segment is increasing slowly, at 0.53 percent annually; however, the pace will probably accelerate as the Baby Boomers mature. Prosperous Empty Nesters residents are not ethnically diverse; approximately 90 percent are white.

Socioeconomic

Prosperous Empty Nesters invest prudently for the future. The median household income is \$63,682. Although 71 percent of the households earn income from wages and salaries, 59 percent receive investment income, 30 percent collect Social Security benefits, and 28 percent receive retirement income. Thirty-nine percent of residents aged 25 years and older hold bachelor's or graduate degrees; nearly 70 percent have attended college. Many residents who are still working have solid professional and management careers, especially in the education and health care industry sectors.

Residential

These residents live in established neighborhoods located throughout the United States; approximately one-third of these households are found on the East Coast. These neighborhoods experience little turnover from year to year. Seventy-seven percent of the housing was built before 1980. Most of the housing is single-family.

Preferences

Prosperous Empty Nesters residents value their health and financial well-being. Their investments include annuities, certificates of deposit held longer than six months,

mutual funds, money market funds, tax-exempt funds, and common stock. They hold universal life insurance policies. Residents exercise regularly and take a multitude of vitamins. They refinish furniture and play golf. They also attend golf tournaments and sports events, particularly baseball games and college football games. They order by phone from catalogs and use coupons. Households are likely to own or lease a luxury car.

Prosperous Empty Nesters residents take pride in their homes and communities, so home remodeling, improvements, and lawn care are priorities. Residents will join a civic club or charitable organization, help with fund-raising, write to a radio station or newspaper editor, and volunteer. They travel extensively in the United States and abroad. They read biographies, mysteries, and history books; two or more daily newspapers; and business or fitness magazines. They watch golf, news, and talk programs on TV.

Tapestry Segment 22: Metropolitans

Demographic

Residents of Metropolitans communities prefer to live in older city neighborhoods. Approximately half of these households are singles who live alone or with others; 40 percent are married-couple families. One in four of the residents is aged 20–34 years; the median age is 37 years. Diversity is low; most of the population is white.

Socioeconomic

Half of the residents who are employed work in professional or managerial positions. More than 75 percent of the population aged 25 years and older have attended college or completed a degree program. Thirty percent have earned a bachelor's degree, and 23 percent hold a graduate degree. The median household income is \$53,486. Nearly half of the households earn extra income from interest, dividends, and rental properties.

Residential

Distributed throughout the country, residents of Metropolitans neighborhoods live in an eclectic mix of single-family homes and multiunit buildings. Sixty percent of the housing units were built before 1960. These neighborhoods change slowly; since 2000, the annual household growth is 0.28 percent. The home ownership rate is 59 percent.

Preferences

Metropolitans residents are no different from other owners of older homes who incur costs for maintenance and remodeling. They will contract for lawn maintenance and professional housecleaning services. Many will own or lease a station wagon. Planning for the future, residents own shares in investment funds, contribute to IRA savings accounts, and hold large life insurance policies.

These residents pursue an active, urbane lifestyle. They travel frequently for business and pleasure. They listen to jazz, classical, public, and alternative music radio. They go to rock concerts, watch foreign films on DVD, read women's fashion magazines, and play a musical instrument. They also practice yoga and go kayaking, hiking/backpacking, and water and snow skiing.

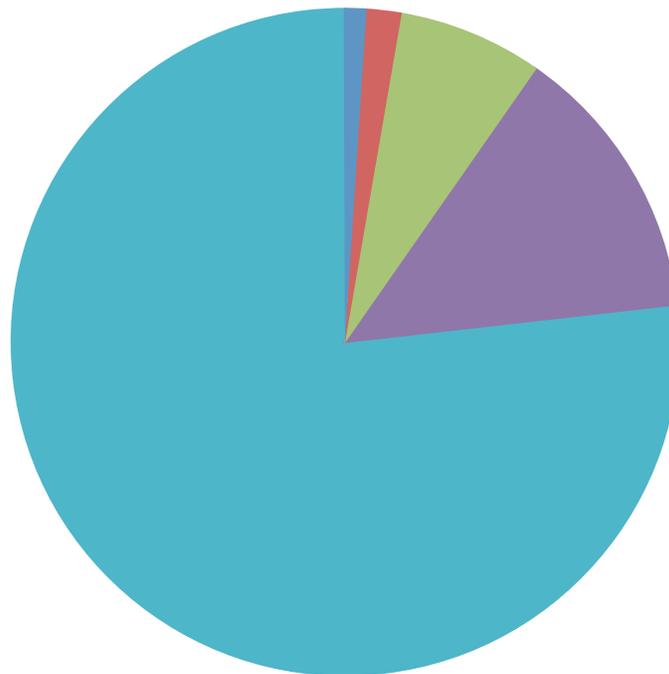
Active members of their communities, Metropolitans residents join civic clubs, volunteer for environmental causes, address public meetings, and work for a political party or candidate. They also belong to business clubs and contribute to PBS. They prefer to own and use a laptop computer, preferably an Apple. They go online daily to download music and buy books, airline tickets, CDs, and clothes. They also order merchandise by mail or over the phone.

Respondents

3/4's of respondents have lived in Oak Hill more than 10 years, as follows:

Have lived in Oak Hill...	Phone Respondents	Online Respondents
Less than a year	1.0%	2.2%
1-2 years	1.7%	2.2%
3-5 years	7.0%	12.4%
6-10 years	13.5%	19.4%
11+ years	76.8%	63.8%
Total	100.0%	100.0%

Phone Respondents - Have lived in Oak Hill...



● Less than a year ● 1-2 years ● 3-5 years ● 6-10 years ● 11+ years

62.3% of phone respondents were female. 70.7% of them have 2 adults living at home, and 22.9% have children living at home:

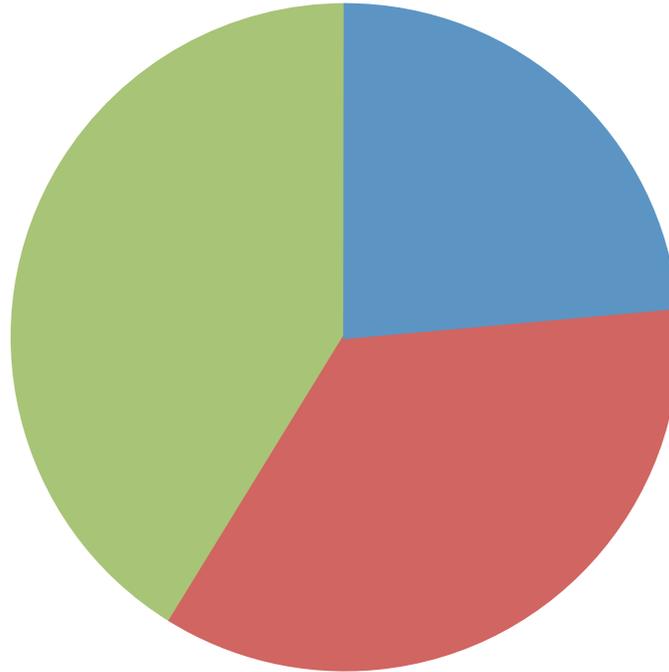
Category	Phone Respondents	Online Respondents
Female	62.3%	57.1%
Have 2 adults at home	70.7%	78.1%

Number of children at home	Phone Respondents	Online Respondents
0	77.1%	59.2%
1	5.9%	12.3%
2	10.3%	17.9%
3	4.7%	6.1%
4+	2.0%	4.5%
Total	100.0%	100.0%
Have children at home...	22.9%	40.8%

More than 40% of respondents have a family income over \$150,000:

Family Income	Phone Respondents	Online Respondents
Up to \$75,000	23.6%	9.3%
\$75,000 to \$150,000	35.2%	40.7%
Over \$150,000	41.2%	50.0%
Total	100.0%	100.0%
Prefer not to answer	30.2%	35.2%

Phone Respondents - Family Income



● Up to \$75,000 ● \$75,000 to \$150,000 ● Over \$150,000

The data in this section shows that the online respondents are different from the phone respondents in the following ways:

Phone respondents have lived in Oak Hill longer

Online respondents are more likely to have 2 adults and children at home

Online respondents are more likely to have median incomes over \$150,000

The respondents were asked some open ended questions about their opinions of Oak Hill. The first was, "What do you value most about Oak Hill?". The largest number of responses were about the area or their neighborhood, followed by Oak Hill's location and its convenience, summarized as follows:

Value most about Oak Hill	Phone respondents
Area/Neighborhood	31.2%
Location/Convenience	21.5%
Quiet/Safe	15.6%
Large Lot Size/Property	13.2%
Services	12.2%
Privacy	5.6%
Nothing/Don't Know	0.2%
Misc.	0.5%
Total	100.0%

Note: all the responses to open ended questions are included verbatim in the appendix to this report. We have summarized the comments here in the body of the report, but many of the comments are about specifics that we are not familiar with. It may be worthwhile for readers to look through these individual comments.

They were next asked what they value least, and half said they didn't know or couldn't think of anything. The most frequently mentioned category only totaled 11.5% of responses, as follows:

Value least about Oak Hill	Phone respondents
Nothing/I Don't know	50.5%
Taxes/Rules/Restrictions	11.5%
Traffic/Construction	8.0%
House/Yard/Street Issues	7.6%
Too close to the interstate/location	6.8%
Issues w/ services	6.8%
Crime/Police Protection	3.2%
Neighbors/Politicians	1.7%
School Issues	1.5%
Animal Nuisances	1.2%
Exclusiveness/Expensive	1.2%
Total	100.0%

When asked what concerns them most about the future of Oak Hill, again the most frequent response was that they don't know or can't think of anything, and the most frequently mentioned category of comments was a very small number of respondents, as follows:

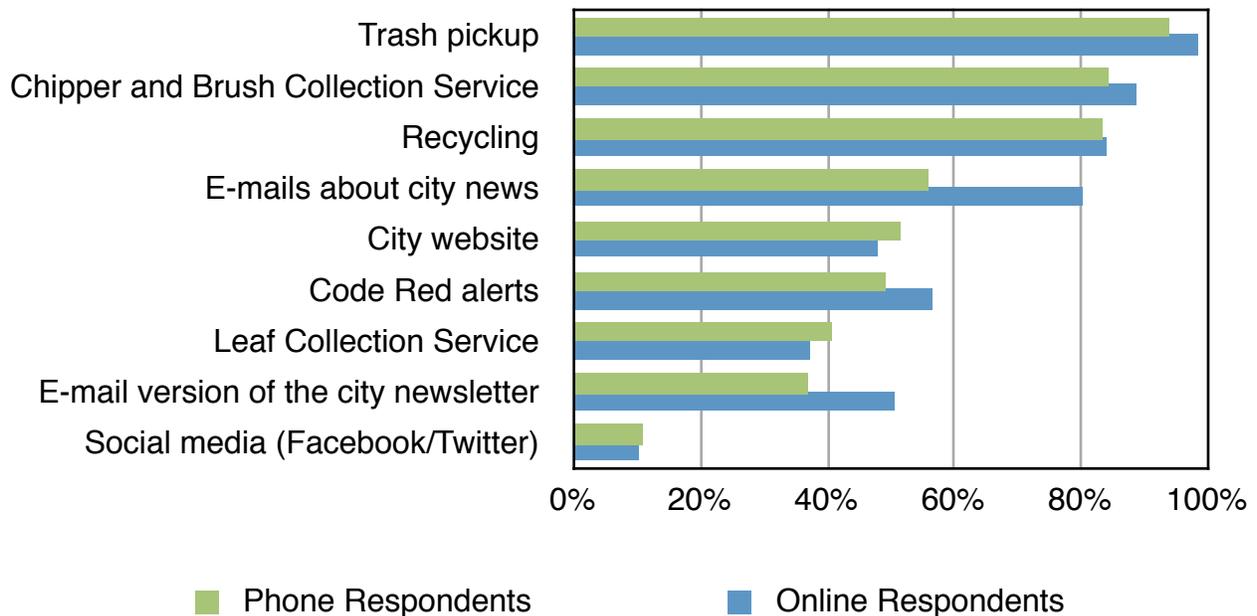
Concerns them most about the future of Oak Hill	Phone respondents
Not Sure/Don't Know/None	35.4%
Commercial/Overall Development	15.9%
Services/Maintaining status quo	12.2%
Overcrowding	9.8%
Politics/City Government/Rules	7.8%
Taxes	6.3%
Traffic/Speeding/Interstate	6.1%
Crime/Police/Security	4.1%
Flooding/Gas Line/etc.	1.2%
Sidewalks	0.7%
Animal Nuisances	0.5%
Total	100.0%

Use of City Services

The following chart shows the % of people who use some of the services offered by Oak Hill:

Do you use the city's...	Phone Respondents	Online Respondents
Trash pickup	93.9%	98.4%
Chipper and Brush Collection Service	84.2%	88.7%
Recycling	83.3%	83.9%
E-mails about city news	55.9%	80.1%
City website	51.4%	47.8%
Code Red alerts	49.1%	56.5%
Leaf Collection Service	40.6%	37.1%
E-mail version of the city newsletter	36.8%	50.5%
Social media (Facebook/Twitter)	10.8%	10.2%

Use City Services

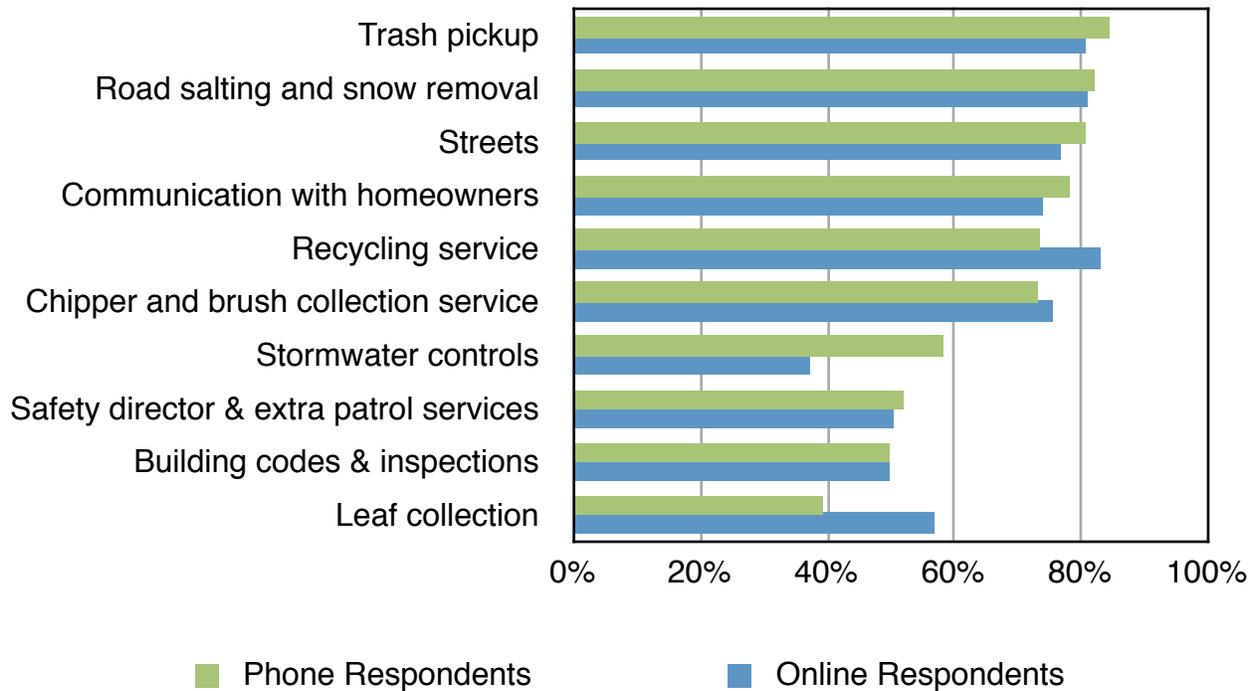


Trash pickup, chipper/brush collection, and recycling are used by almost everyone. 80% of online respondents use city emails, compared to only 56% of phone respondents. The other services questioned are used by about half or less and social media by only 10%.

Respondents were next asked to rate their satisfaction with some of the city's services. For 6 of the 10 services, a very high % were satisfied or very satisfied. The remaining 4 services received high ratings from about 40% to 60%, as follows:

Somewhat + very satisfied	Phone Respondents	Online Respondents
Trash pickup	84.4%	80.6%
Road salting and snow removal	82.1%	81.0%
Streets	80.7%	76.7%
Communication with homeowners	78.1%	73.8%
Recycling service	73.3%	83.0%
Chipper and brush collection service	73.1%	75.4%
Storm water controls	58.3%	37.2%
Safety director & extra patrol services	51.9%	50.3%
Building codes & inspections	49.8%	49.7%
Leaf collection	39.2%	56.7%

Satisfaction - Somewhat + very satisfied



Respondents were asked an open ended question, "If you could change 1 thing about any of these services, what would it be?", and the responses were topped by nearly half of respondents saying they wouldn't make any changes. The next category of specific changes totaled just over a quarter of responses, but they were varied among a lot of specifics. About 10% mentioned street construction and fixing problems with the streets. The totals are as follows:

Would change services...	Phone respondents
None	47.1%
Services Changes	28.5%
Street Construction/Fixing Problems	9.8%
Police/Security Changes	5.9%
Restriction/Zoning/Permit Changes	3.2%
Traffic/Speeding/Noise Changes	2.9%
City Official/Government Changes	2.7%
Total	100.0%

The next series of questions about city services were about future costs and priorities. The following general question was asked:

"As the City Commissioners look to the future, they see the potential for increasing costs, as well as the potential loss of revenue. One concern is that the State could potentially eliminate the Hall Tax, which generates a large percentage of the City's revenues. The City currently receives none of the property taxes you pay. If costs continue to increase and the City loses a significant portion of its current revenue, would you prefer that the Commissioners..."

The largest response, about half of respondents, was to allow commercial development. A quarter would prefer paying a fee for some services. The remainder would prefer reducing services, or in a few cases, imposing a property tax, as follows:

If costs increase, the city should...	Phone Respondents	Online Respondents
Maintain or expand services by allowing limited commercial development on Old Hickory Blvd. that will result in sales tax revenue to the City	48.9%	48.6%
Maintain or expand services by imposing a fee for certain services such as garbage collection	23.7%	25.4%
Reduce Services	18.9%	18.4%
Maintain or expand services by imposing a property tax	8.5%	7.6%
Total	100.0%	100.0%

Respondents were then given a list of 8 services and asked, if the Commissioners had to reduce services due to increasing costs or decreasing revenues, which 3 of these services they would prefer to decrease. The 3 services they would choose to decrease are printed newsletters, leaf collection, and safety director:

Which services are you most willing to decrease...	Phone Respondents	Online Respondents
Printed newsletters	68.4%	89.2%
Leaf Collection Service	53.1%	52.7%
Safety director	37.5%	42.5%
Recycling service	28.3%	29.6%
Road salting and snow removal	19.3%	15.6%
Chipper and Brush Collection Service	18.6%	13.4%
Extra police patrols	13.0%	15.6%
Trash collection	9.4%	5.9%
Street maintenance	5.9%	4.8%

Most willing to decrease...



They were asked if the Commissioners had to levy a fee or decrease garbage and recycling service due to increased costs, which of the following choices would they prefer. Once a week service was preferred by nearly half of respondents:

Garbage & recycling services

Would prefer...	Phone Respondents	Online Respondents
Once a week trash and recycling service	49.0%	44.0%
Elimination of recycling service	25.8%	26.9%
A fee of \$10 to \$15 per month	17.0%	23.6%
Twice a week curbside trash and recycling service	8.1%	5.5%
Total	100.0%	100.0%

They were asked if the Commissioners had to levy a tax or decrease chipper, leaf and limb collection, would you prefer to...

Chipper, leaf & limb collection

Would prefer to...	Phone Respondents	Online Respondents
Reduce service to every other month	64.3%	67.5%
Reduce service to once per quarter	16.8%	14.1%
Eliminate service	11.1%	9.2%
Levy a property tax	7.7%	9.2%
Total	100.0%	100.0%

The following question was asked:

"A study has indicated that storm water drainage improvements may be needed in some areas of Oak Hill. How likely (on a scale of 1-4, where 1 is not at all likely and 4 is very likely) would you be to support an extra fee for improvements if the fee were legally restricted for that use, and the fee was..."

Only about 30% of respondents would be somewhat or very likely to support even an \$8 monthly fee for these storm water drainage improvements.

Would be somewhat +very likely to support....	Phone Respondents	Online Respondents
\$12 monthly per homeowner	19.8%	16.4%
\$10 monthly per homeowner	22.9%	17.1%
\$8 monthly per homeowner	30.4%	35.6%

The final question about city services was as follows:

"Oak Hill has many amenities which are valued benefits for residents. Considering costs must be scrutinized, please select whether the following amenities should be expanded, scaled back, or remain about the same."

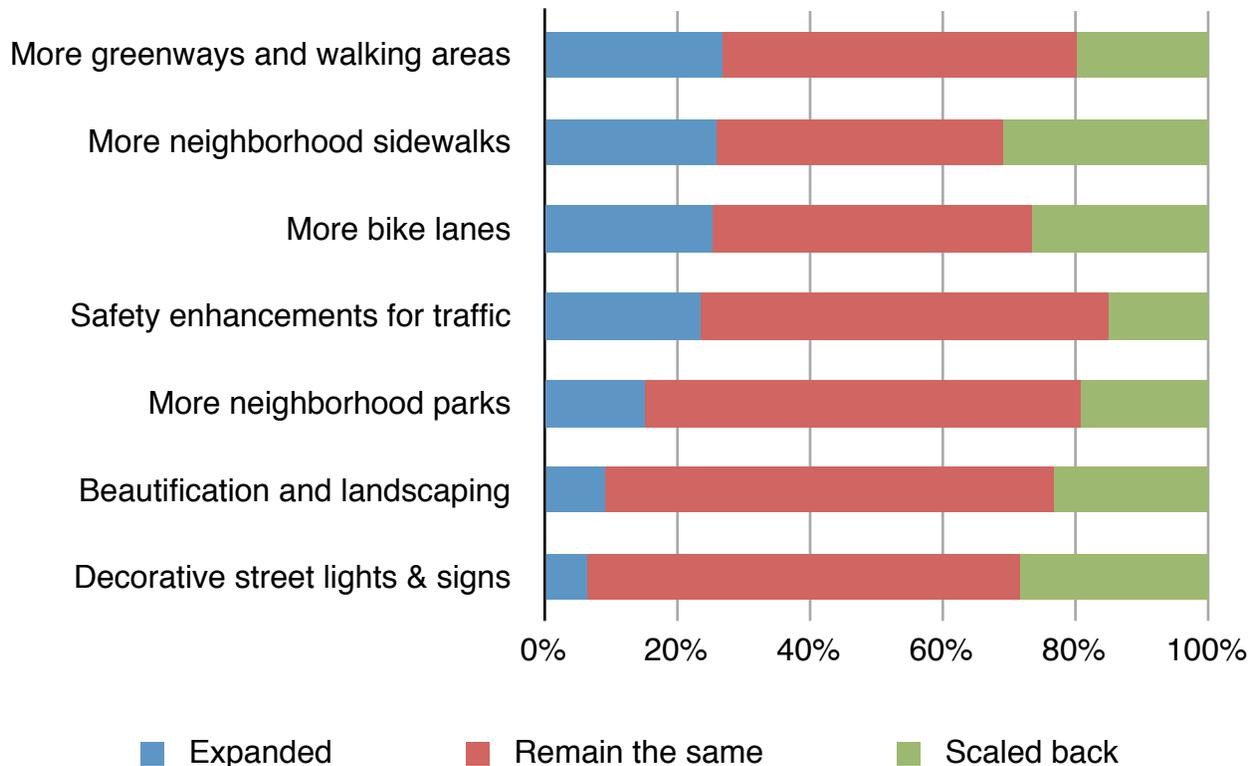
The ratings were "expand=3, stay same=2, & scale back=1. The average ratings for each service were as follows:

Expand vs. scale back	Phone Respondents	Online Respondents
Safety enhancements for traffic	2.09	2.12
More greenways and walking areas	2.07	1.96
More bike lanes	1.99	1.87
More neighborhood parks	1.96	1.80
More neighborhood sidewalks	1.95	2.02
Beautification and landscaping	1.86	1.79
Decorative street lights & signs	1.78	1.60

This shows that safety for traffic and more greenways are the services respondents would most like to expand, while street lights & signs are those they would most like to scale back. However, when the full data is shown, it is clear that for every service the largest number of respondents would like to keep the services the same:

Would prefer these services be....	Expanded	Remain the same	Scaled back	Total
More greenways and walking areas	26.7%	53.4%	19.9%	100.0%
More neighborhood sidewalks	25.8%	43.2%	30.9%	100.0%
More bike lanes	25.3%	48.1%	26.6%	100.0%
Safety enhancements for traffic	23.5%	61.5%	15.0%	100.0%
More neighborhood parks	15.1%	65.6%	19.3%	100.0%
Beautification and landscaping	9.0%	67.7%	23.2%	100.0%
Decorative street lights & signs	6.3%	65.4%	28.3%	100.0%

Would prefer to...



Planning and Zoning

Respondents were asked the following question to determine whether they had ever been involved in the process of obtaining planning, zoning, or building permits from the city:

"Oak Hill has planning & zoning requirements, as well as permit requirements, for building or renovating homes. Have you ever gone through the process of getting planning and zoning approval or a building permit for your home?"

About 60% of phone respondents have never been involved in this, but more than half of online respondents have been involved:

Category	Phone Respondents	Online Respondents
Planning & zoning	9.2%	14.0%
Board of zoning appeals	10.1%	17.2%
Building permits	35.6%	52.7%
None	59.2%	46.2%

For most phone respondents this experience was 6 or more years ago. Online respondents were more likely to have had the experience recently.

Category	Phone Respondents	Online Respondents
Last 2 years	18.8%	36.4%
3-5 years ago	23.8%	30.3%
6+ years ago	57.5%	33.3%
Total	100.0%	100.0%

Respondents were asked to rate their experience, and most had a good experience, as follows:

Phone respondents:	Planning commission	Bd. Of Zoning Appeals	Building Permits
It was a good, fair process	60.0%	53.6%	66.9%
Good but not smooth or easy	17.8%	19.5%	16.5%
Somewhat difficult or unpleasant	11.1%	12.2%	10.3%
Very difficult experience	11.1%	14.6%	6.2%
Total	100.0%	100.0%	100.0%

Online respondents were somewhat more likely to have had a difficult experience:

Online respondents:	Planning commission	Bd. Of Zoning Appeals	Building Permits
<i>It was a good, fair process</i>	43.8%	37.1%	56.0%
<i>Good but not smooth or easy</i>	18.8%	20.0%	26.3%
<i>Somewhat difficult or unpleasant</i>	28.1%	31.4%	13.2%
<i>Very difficult experience</i>	9.4%	11.4%	4.4%
<i>Total</i>	100.0%	100.0%	100.0%

Other Issues

Only a small number of people would be willing to support a property tax to build sound walls for limiting the noise from the interstate:

Would support tax for sound walls...	Phone Respondents	Online Respondents
Yes	14.4%	12.4%
Maybe/Don't Know	8.3%	22.0%
No	77.3%	65.6%
<i>Total</i>	100.0%	100.0%

Respondents were asked the following question about roundabouts:

"Roundabouts are being used more frequently to replace stop signs, in order to improve traffic flow and improve the appearance of intersections. Would you prefer roundabouts to replace some of existing stop signs in Oak Hill?"

About 40% of phone respondents (49% of online respondents) would definitely or maybe support roundabouts, while 60% (51% online) would not:

Would support roundabouts...	Phone Respondents	Online Respondents
No	60.8%	51.1%
Maybe/Don't Know	11.8%	23.1%
Yes	27.5%	25.8%
<i>Total</i>	100.0%	100.0%

Glen Leven Farm

Respondents were asked the following question about use of Glen Leven Farm for events:

"There has been a request for the City to allow Glen Leven Farm to have events, with the fees from the events going to maintain and restore the property. Please select "yes" or "no" if you'd support using the property for the following:"

A large majority of respondents would be in favor of allowing Glen Leven to have all of the events, as follows:

Category	Phone Respondents	Online Respondents
School field trips	94.7%	91.5%
Historic tours	94.0%	91.5%
Weddings	92.6%	86.4%
Classes & lectures	90.2%	83.6%
Receptions	90.2%	85.9%
Photo shoots	90.2%	83.1%
Seasonal festivals	89.7%	83.1%
Film location	88.5%	83.1%
Arts & crafts shows	87.8%	79.7%
A community garden	85.9%	66.1%
Private parties	85.9%	80.2%
Community supported agricultural pick up location	84.9%	64.4%
A farmer's market	84.2%	71.8%
Summer camps	82.3%	56.5%
Land Trust for Tennessee offices	73.2%	65.5%

It is interesting that online respondents, who are more likely to have children at home, are much less likely to want Glen Leven to have a summer camp. Even so, 56.5% of online respondents are still in favor of it.

Donations & Communications

Respondents were asked if the City of Oak Hill should make donations to the following organizations. Just over a third of respondents (35.9%) think the city should make no donations. Among the remaining 64.1%, Radnor State Park is preferred over schools and Glen Leven Farm, as follows:

Should make donations to...	Phone Respondents	Online Respondents
Make no donations to other organizations	35.9%	45.2%
Make donations to Radnor State Park	29.8%	24.9%
Make donations to community schools	18.7%	14.4%
Make donations to Glen Leven Farm	15.5%	15.5%
Total	100.0%	100.0%

Online respondents are less likely to want the city to make donations.

Respondents were asked if they would like to join the "email blast" with alerts for homeowners and an email version of the newsletter. About 31% of phone respondents said they are already on the list, and another 36% would like to join the list. 74% of online respondents are already on the list but another 21% would like to join, as follows:

Email blast & online newsletter...	Phone Respondents	Online Respondents
Already on list	31.1%	74.0%
No	32.9%	4.9%
Yes, my e-mail is:	36.0%	21.1%
Total	100.0%	100.0%

A list of 195 emails was collected and has been forwarded to the city.

About 16% of respondents would be interested in volunteering to help the City of Oak Hill by being on a commission or task force:

Would volunteer...	Phone Respondents	Online Respondents
Yes	16.5%	18.5%
Maybe	12.2%	26.1%
No	71.3%	55.4%
Total	100.0%	100.0%

A list of 196 names of potential volunteers has been forwarded to the city.

At the end of the interviews, respondents were asked if they had any additional comments or suggestions for the commissioners, and 3/4's responded that they didn't have any or that the commissioners were doing a good job. The remaining categories of comments were small.

Additions suggestions for commissioners	Phone respondents
None/Doing a fine job	78.5%
Taxes	4.4%
Specific Projects	4.4%
Communication	3.7%
Donations	3.2%
Traffic/Sound wall	2.0%
Restrictions/Zoning	1.2%
Police/Safety	1.0%
Service Comments	1.0%
Don't Change/Waste Money	0.7%
Total	100.0%

Conclusions

1. Oak Hill's population is very uniform and stable. Residents are well educated, with income and home value about twice the national averages. They are also older, in line with their higher incomes and high home values. Nearly 3/4's of residents have lived in Oak Hill for 10 years or more.
2. Satisfaction with city services is high, with 6 of 10 services tested having almost complete satisfaction. The next 3 services (storm water, safety director/patrol services, & building codes) are split with about half the population satisfied and half unsatisfied. Leaf collection is the lowest rated service with about 40% satisfied and 60% dissatisfied.
3. Most respondents would prefer to maintain city services at their current level, with a smaller minority preferring either to expand them or to scale them back. A majority would be reluctant to reduce any services except to reduce printed newsletters and reduce leaf collection.
4. If costs increase or the Hall Tax is eliminated, there is a clear preference to allow limited commercial development, ahead of a fee for current services or a reduction in services. A property tax is preferred by less than a tenth of the population.
5. The preferred ways to reduce trash collection and recycling costs would be to cut trash collection back to 1/week, followed by eliminating recycling.
6. There is almost no support for a fee to improve storm water drainage.
7. There is no significant support for a tax to build sound walls along the interstate.
8. Support for roundabouts is split about 60/40 against them.
9. Almost 2/3's of respondents support contributions from the city to Radnor Park, schools, or Glen Leven Farm.
10. An overwhelming majority supports allowing Glen Leven Farm to host fundraising events.
11. About 60% of respondents have never applied for a zoning/planning change or for a building permit. For about half of those who have been involved, the experience was more than 6 years ago and was a good, fair process. However around a quarter found it difficult in some way.