Survey Methodology

The City of Knoxville Community Development Department began a Citizen Participation Process in October 2014 as part of its preparation for its 2015-2019 Consolidated Plan due to the U.S. Department of Housing and Urban Development (HUD) in May 2015. The City receives/anticipates receiving HUD Community Planning and Development (CPD) grant funds including Community Development Block Grant (CDBG), HOME Investment Partnership (HOME) grant, and the Emergency Solutions Grant (ESG) that will fund programs and activities under the Consolidated Plan beginning in July 2015.

The Community Development (CD) Department is required (under the Code of Federal Regulations or CFR, Title 24 – Housing and Urban Development, 91.105) to adopt a citizen participation plan that: encourages citizen participation in the development of any consolidated plan, any substantial amendment to the consolidated plan, and the performance report. In addition, participation should specifically include:

- Low and moderate income persons;
- Those living in slum and blighted areas;
- In areas where CDBG funds are proposed to be used;
- By residents of predominantly low and moderate income neighborhoods;
- Minorities and non-English speaking persons; and
- Persons with disabilities.

Jurisdictions are also encouraged to explore alternative public involvement techniques and quantitative ways to measure efforts that encourage citizen participation in "*a shared vision for change in communities and neighborhoods*."

CD developed a survey to ascertain priority community needs from the perspective of publicly provided services, including those that could be funded with U.S. Department of Housing and Urban Development (HUD) Community Planning and Development (CPD) grant funds.

Two surveys were created on Survey Monkey, an online survey instrument – in English and in Spanish. The surveys were online from October 1st through about December 15th, 2014. Publicity for the survey included: a media advisory about the Citizen Participation October 1st: 'Kick Off', City of Knoxville webpage, City of Knoxville Face Book page, City of Knoxville Twitter, the City of Knoxville's Office of Neighborhoods list serve and weekly newsletter, City of Knoxville Employees email, Knoxville News Sentinel Notice, PlanET Face Book page, Latino Task Force email, Equity group email and several other email lists. There was also a public meeting held on October 27th that was advertised in the Knoxville News Sentinel and Mundo Hispano online.

The Survey Monkey surveys could be accessed from either a computer or a smart phone with internet service. To encourage participation from the target populations listed above and for those who may not/can not come to a public meeting, or who did not have access to the online survey and/or computer literacy to complete the survey, CD staff used Turning Point software that enabled the survey questions to be formatted into a power point presentation that could be made to groups. The people in the groups were given touch pads (similar looking to a remote control) with numbers to press to answer the survey questions. Their responses were recorded by

the Turning Point software in the lap top used to make the presentation. Seven different meetings used the Turning Point polling:

1. CD managers and staff (a beta test of sorts)
2. Knoxville Tenant Council, a board made up of KCDC (public housing authority) residents;
3. The Homeless Collective, a group of homeless or formerly homeless individuals;
3. Attendees of the Burmese Church at Washington Pike UMC;
4. CAC Senior Companions;
5. CAC Senior Community Services Employment; and
6. At the October 27th, 2014 Public Meeting.

CD staff also attended an event at the Knoxville Knox County Community Action Committee (CAC) LIHEAP Application Week, where very low income people apply for utility assistance. Assistance for this program is 'first-come, first-served,' so there are typically very long lines of people waiting, sometimes for hours in order to meet with staff to complete an application. City CD staff were invited to come and help those who wished to complete the survey. CD staff had a table and chairs, put out signs and information, and brought lap tops with internet access (and slips of paper with the survey monkey address for people wishing to complete the survey on their smart phones) and encouraged people to fill out the survey. For those who needed assistance, staff helped by reading aloud the survey questions and filled out the survey with them.

A very small number of paper surveys were completed – one by someone who called in to request that one be mailed (this was completed and returned) and several by the Beacon of Hope/Church Street United Methodist Church in their Thanksgiving Baskets distributed in the Vestal community.

All responses received – by mail, from events and the meetings using the touch pads/Turning Point software were combined with the Survey Monkey results for a total of 919 surveys completed.

The questions developed for the survey by the CD Department were selected to ascertain people's opinions about community needs from the perspective of publicly provided services, including those that could be funded with U.S. Department of Housing and Urban Development (HUD) Community Planning and Development (CPD) grant funds that the City receives/anticipated to receive – Community Development Block Grant (CDBG), HOME Investment Partnership (HOME) grant, and Emergency Solutions Grant (ESG) programs.

Nine questions asked about different *categories* of community needs: Neighborhood Needs, Home Ownership Needs, Rental Housing Needs, Homeless Needs, Housing Needs for Special Populations, Economic Development Needs, Public Service Needs, Public Facilities Needs, and Public Infrastructure Needs. Respondents would pick the three (out of five 'answers') that they felt were most important. Respondents didn't rank them, they just picked the three they thought the most important of the five. Needs were later ranked by a count of how many people picked that 'answer.' On question ten, respondents chose the three categories they thought the most important (from the nine) community needs. Those were then used to rank the most important community needs categories.

The remainder of the questions were demographic in nature. To determine who met the definition of LMI, respondents were asked two different questions - one about annual household income and one about household size.

See the full list of survey questions at the end of this document.
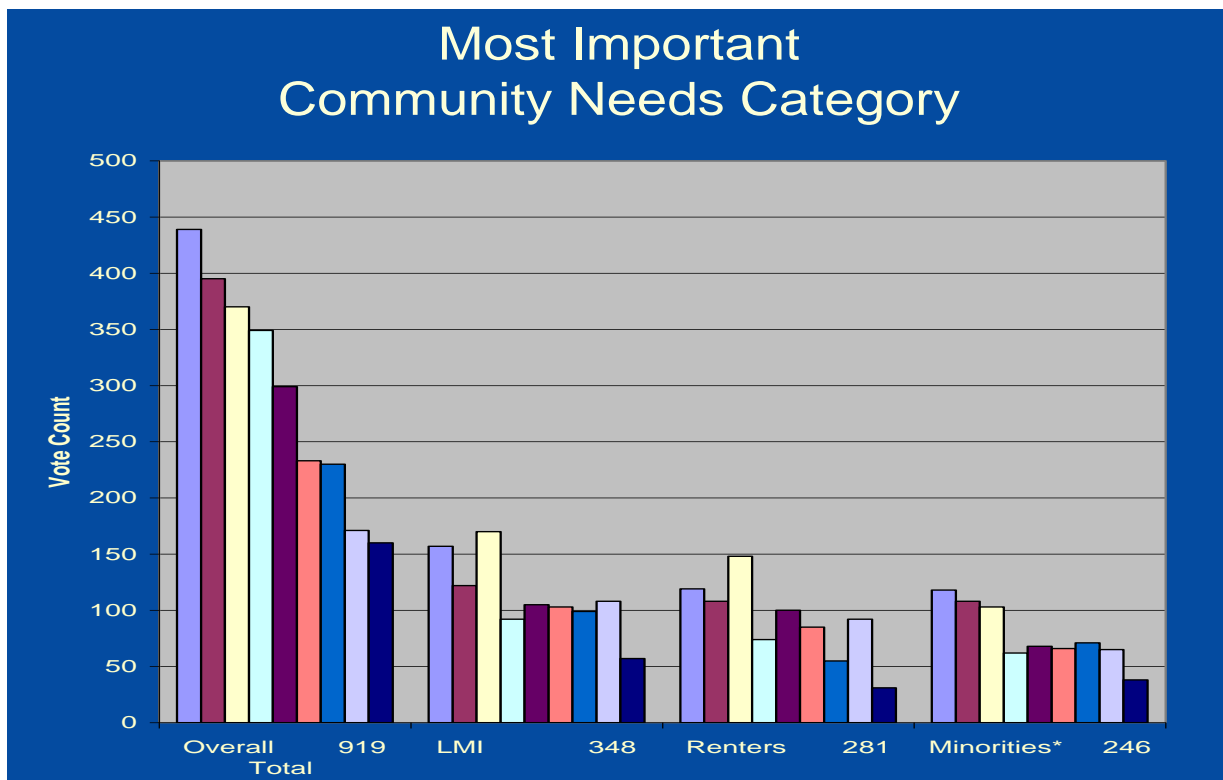
Survey Respondents Demographics

919 total individuals answered the survey over about 3 months, October – December 2015:

- 63% female; 33% male

- 71% White, non Hispanic; 27% Minority race or ethnicity:
    - African American/Black – 14%
    - Asian/Asian American – 3%
    - American Indian or Alaska Native – 1%
    - Asian and White – 2%
    - African American/Black and White – 1%
    - "Other" - 3%
    - Hispanic or Latino – 3%

- Almost 80% were between the ages of 25-64

- Annual Household Income – the range was fairly evenly distributed:
    - Lowest income range (less than $34,000)
    - Between the lowest and highest range ($34,000-$64,000)
    - Highest range (over $64,000); and
    - 38% met the definition of LMI

- 63% own their homes; 31% rent; 4% neither

- Household Type:
    - Elderly (aged 62+) – 14%
    - Single, non Elderly – 23%
    - Single parent – 7%
    - Two parent - 31%

- Household Size:
    - 23% in 1 person households
    - 60% in 1-2 person households
    - almost 90% are in 1-4 person households

- Geographic Distribution:
    - 33% North Knoxville
    - 20% West Knoxville
    - 16% East Knoxville
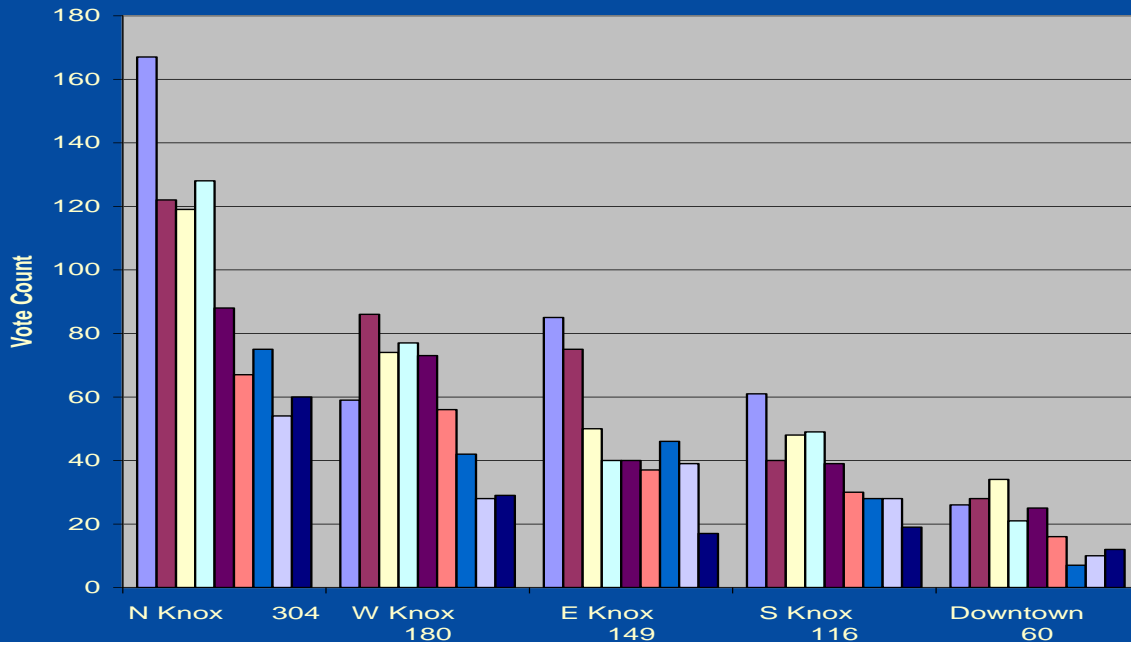   - 13% South Knoxville
    - 7% live downtown

(Figures that don't add up to 100% are either rounding issues or non responses)

Survey Results

Community Needs (by Category) Legend:
(In order of Votes Counted – Highest to Lowest)

- ☐ Neighborhoods needs
- ☐ Economic development needs
- ☐ Homelessness needs
- ☐ Infrastructure needs
- ☐ Public services needs
- ☐ Housing needs for special populations
- ☐ Homeownership needs
- ☐ Rental housing needs
- ☐ Public facilities needs

Most Important
Community Needs Category

Most Important
Community Needs Category

Vote Count

180										
160										
140										
120										
100										
80										
60										
40										
20										
0										

N Knox   304   W Knox   E Knox   S Knox   Downtown
                 180   149   116   60

Neighborhood Needs

- Ranked the highest priority category overall.
- Minorities, the Elderly, North Knoxville, East Knoxville and South Knoxville ranked it their highest priority.
- Within the **Neighborhood Needs** category:
  - a. **Quality of Life** (location, walk-ability, safety, neighbors) was ranked highest among all subpopulations and across all geographic areas.
  - b. Public Infrastructure (sidewalks, streets, parks) almost tied with
  - c. **Quality/Upkeep of Housing** overall.
    - Public Infrastructure was ranked higher by the elderly and all geographic areas, except East Knoxville
    - Quality/Upkeep of Housing was ranked higher by LMI persons, Minorities, Renters and East Knoxville area.
  - d. Public Services (trash pickup, police, codes enforcement) ranked fourth.
  - e. **Affordability of Housing** was ranked higher (second highest) by LMI persons and Renters.

Neighborhood Needs
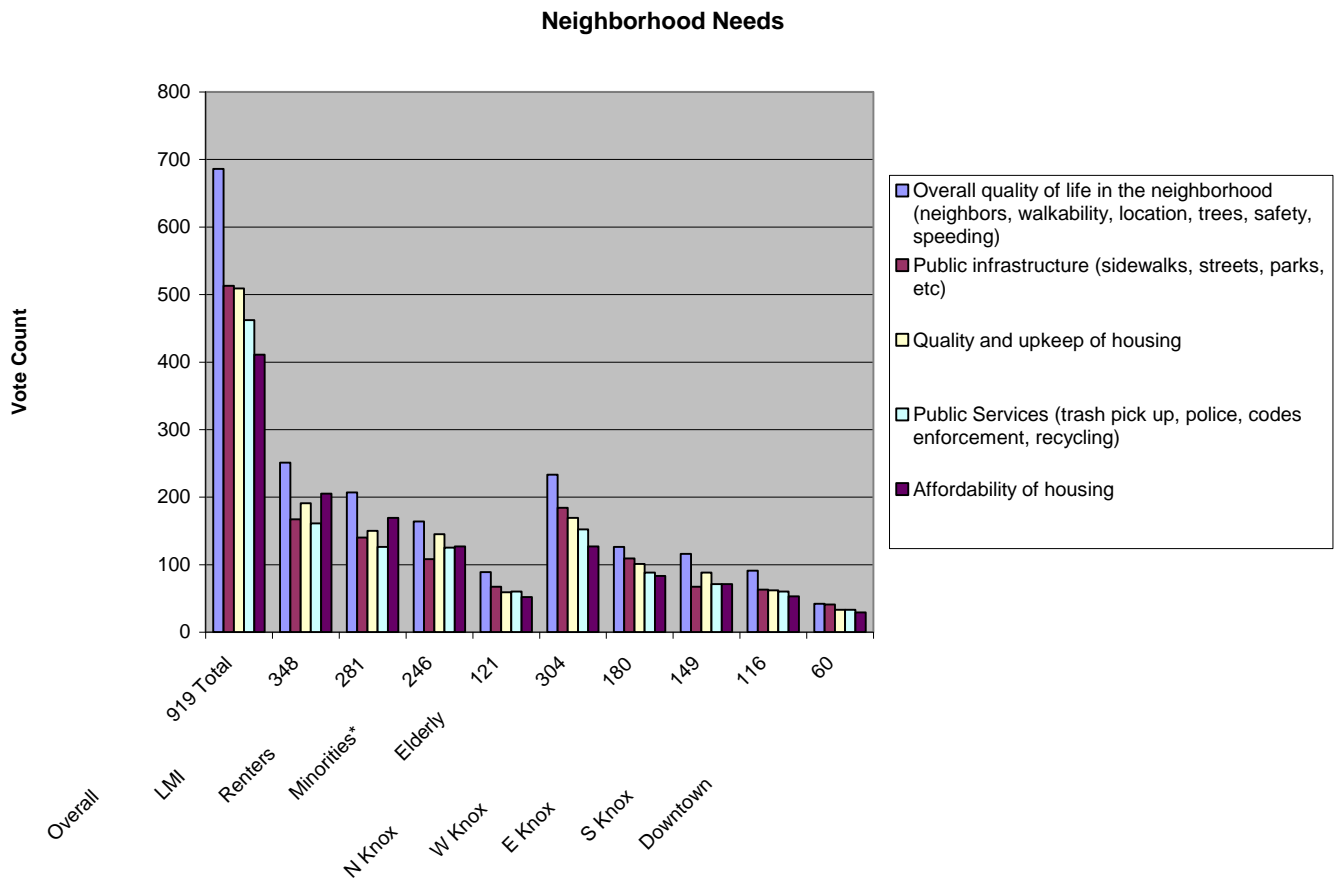
Economic Development Needs

- Ranked second highest priority category overall.
- Minorities, Downtown and East Knoxville also ranked it second highest. West Knoxville ranked it highest.
- Within the **Economic Development Needs** category**:**
  a. **Job Creation** was ranked highest among all subpopulations and across all geographic areas.
  b. Loans/TA to Small Businesses was ranked second among all groups, except downtown.
  c. Start Ups and Business Expansion was ranked third.
  d. **Support for MOB/WOB** was ranked fourth highest overall, but was ranked higher (second highest) by LMI persons and Minorities.
  e. Green Jobs was ranked last.

Economic Development Needs
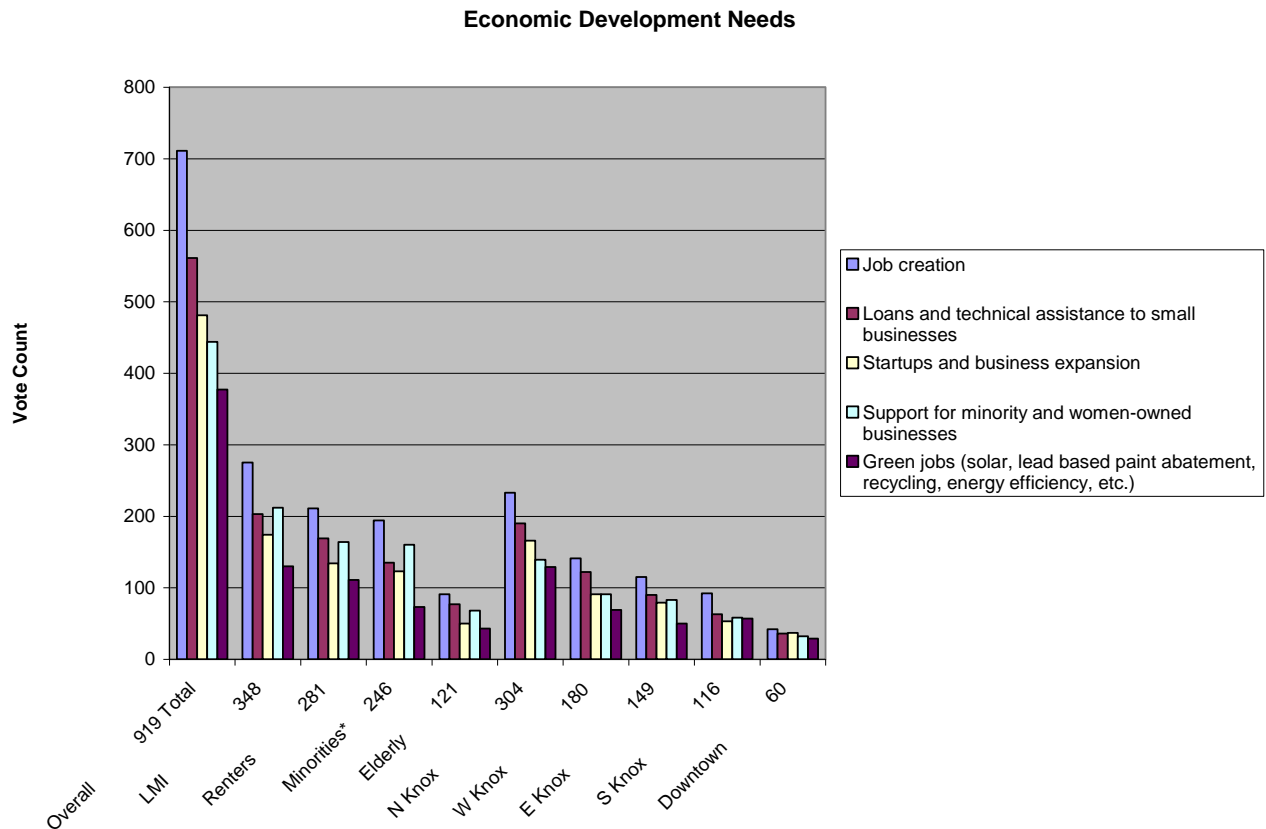
Homeless Needs

- Ranked third highest priority category overall.
- LMI persons, Renters and Downtown ranked it their highest priority need. The Elderly ranked it their second highest need (almost tied with first). South Knoxville ranked it very close to second.
- Within the Homeless Needs category**:**
    a. **Employment/Economic Stability** was ranked highest among all subpopulations, except with the homeless themselves (second). It ranked highest in East Knoxville and Downtown as well.
    b. **Homelessness Prevention** was ranked second overall and second by South Knoxville and Downtown. It was ranked highest priority for North Knoxville and a very close second in South Knoxville.
    c. **Case Management/Supportive Services** was ranked third highest overall, but highest by West Knoxville. It was ranked lowest by the homeless themselves.
    d. **Affordable Permanent Housing** was ranked fourth highest overall, but ranked highest by the homeless themselves. It was ranked second highest by LMI persons, Renters, the Elderly and East and South Knoxville.
    e. **Emergency/Transitional Housing** was ranked last overall, but second highest among the homeless themselves.
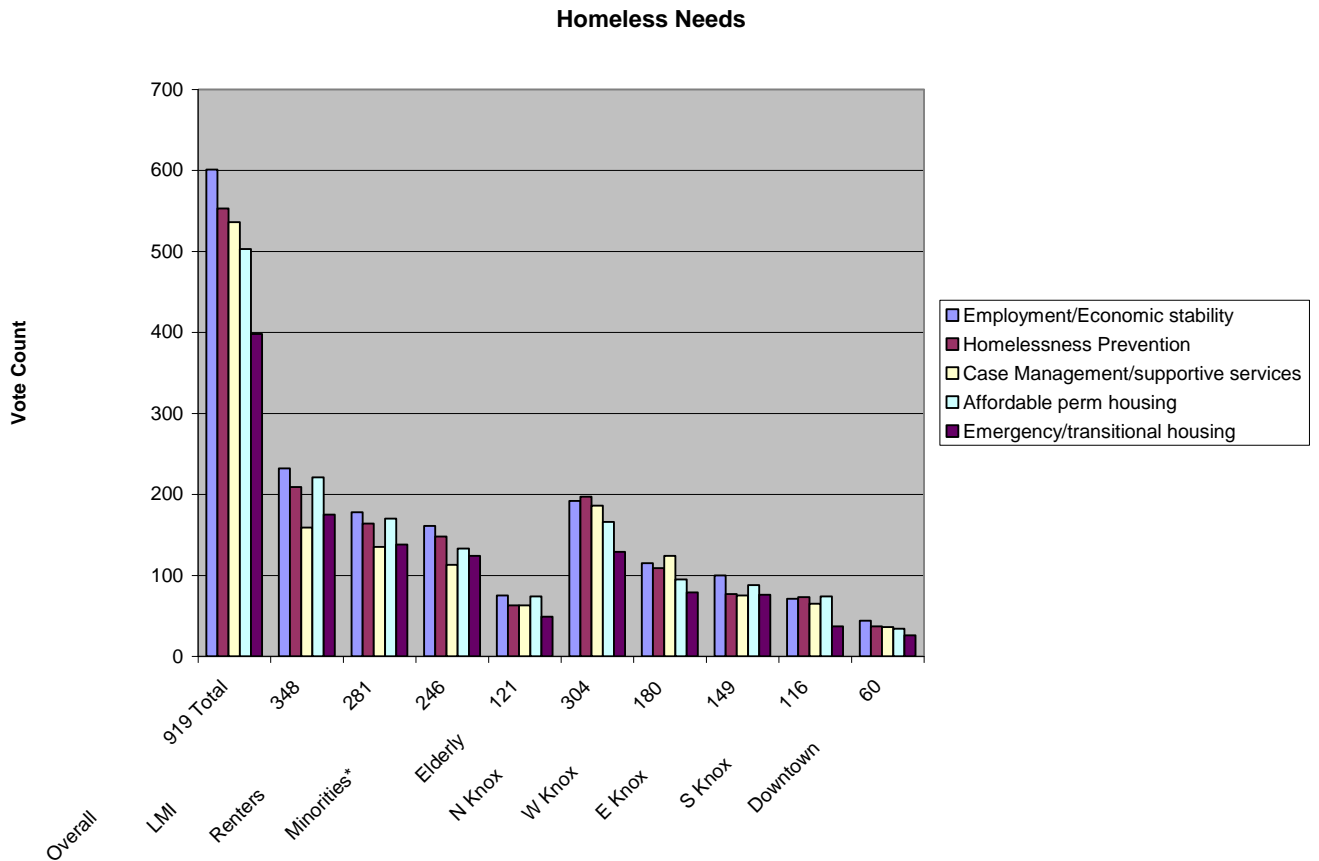
Homeless Needs

- Employment/Economic stability
- Homelessness Prevention
- Case Management/supportive services
- Affordable perm housing
- Emergency/transitional housing

Members of the Homeless Collective (currently or formerly homeless individuals)
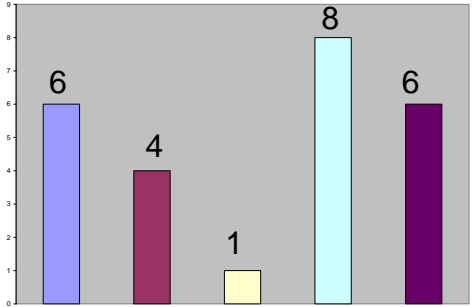
9 people total

## Public Infrastructure Needs

- Ranked fourth highest priority category overall.
- Within the **Public Infrastructure Needs** category:
    a. **Street Improvements** (bike lanes, sidewalks) was ranked highest among all subgroups and geographies, except downtown (but it was a very close second).
    b. Public Transit was ranked second overall, but highest priority for Downtown. It was second (or very close second) by LMI persons, Renters, the Elderly, North Knoxville and South Knoxville.
    c. Parks was ranked third highest overall, but second by Minorities, North Knoxville and West Knoxville.
    d. Lighting (streets, parks, other) was ranked fourth highest overall, but ranked second by Minorities and East Knoxville.
    e. Water/Sewer, Drainage, etc. was ranked last overall, but slightly higher for Minorities, the Elderly, West Knoxville and East Knoxville.

Public Infrastructure Needs
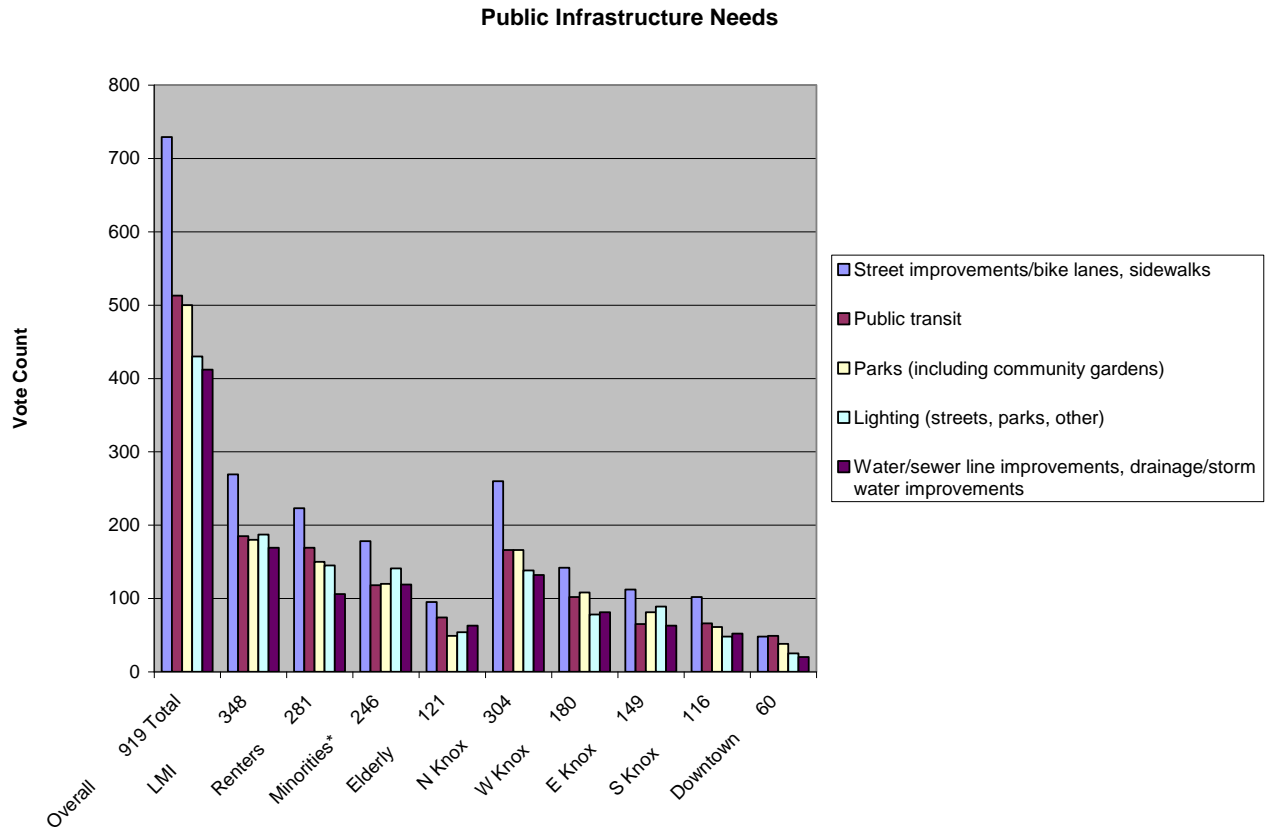
Public Service Needs

- Ranked fifth highest priority category overall.
- Within the **Public Service Needs** category:
    a. **Health Services** was ranked highest among all geographies and subgroups, except the elderly (a close second).
    b. Child/Youth Services was ranked second overall and second (or close to it) by most subgroups.
    c. Senior/Disabled Services was ranked third highest overall, but highest by the Elderly. It was second by LMI persons, North Knoxville, South Knoxville and, a close third, by Downtown.
    d. Employment Training was ranked fourth highest overall and slightly more important to Renters, Minorities, West Knox, East Knox and Downtown.
    e. Veterans Services was ranked last overall, but slightly higher for LMI persons, the Elderly, North Knoxville and South Knoxville.

**Public Service Needs**
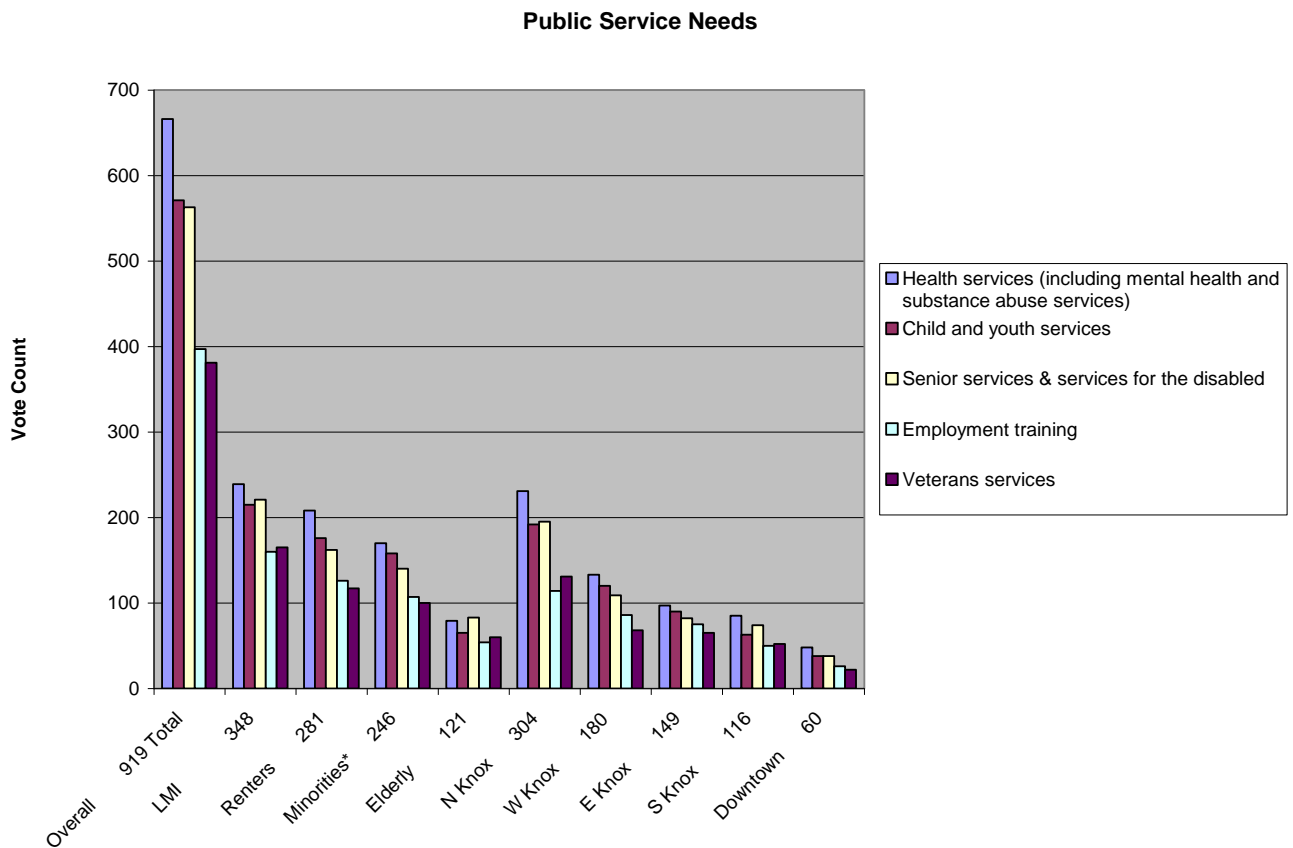
Housing Needs for Special Populations

- Ranked sixth highest priority category overall.
- Within the **Housing Needs for Special Populations** category:
  a. **Housing for Persons w/Aids, the Frail Elderly, Dev. Dis., Mental Illness, A&D issues** was ranked highest among most all subgroups, except by the Elderly and North Knoxville; and was followed very closely by:
  b. **Independent Living for the Elderly** was ranked a very close second overall and highest by the Elderly and North Knoxville.
  c. **Accessibility Modifications for the Disabled** was ranked third highest overall
  d. For Persons Coming out of Prison was ranked fourth.
  e. Housing Counseling was ranked last.
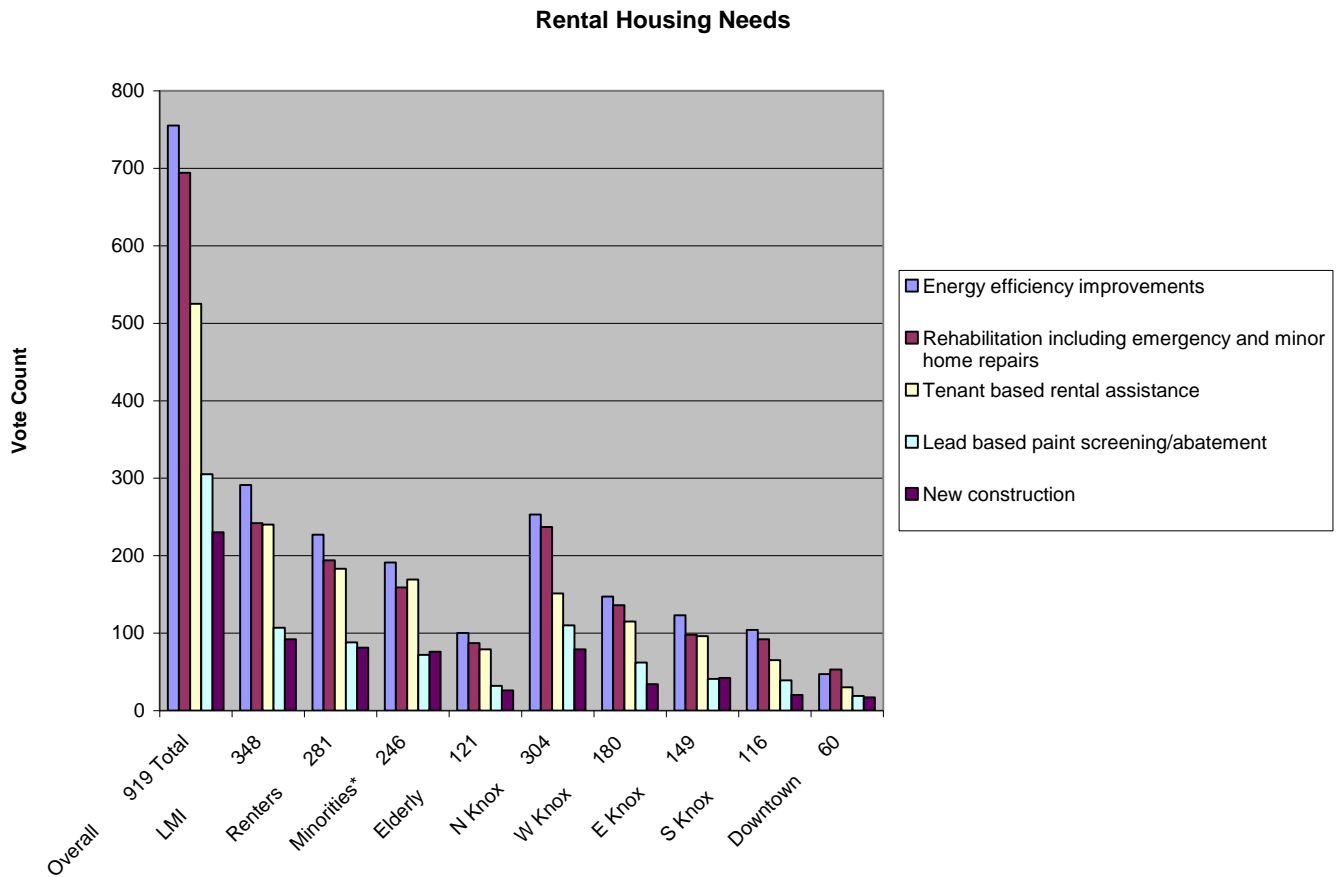
Housing for Special Needs
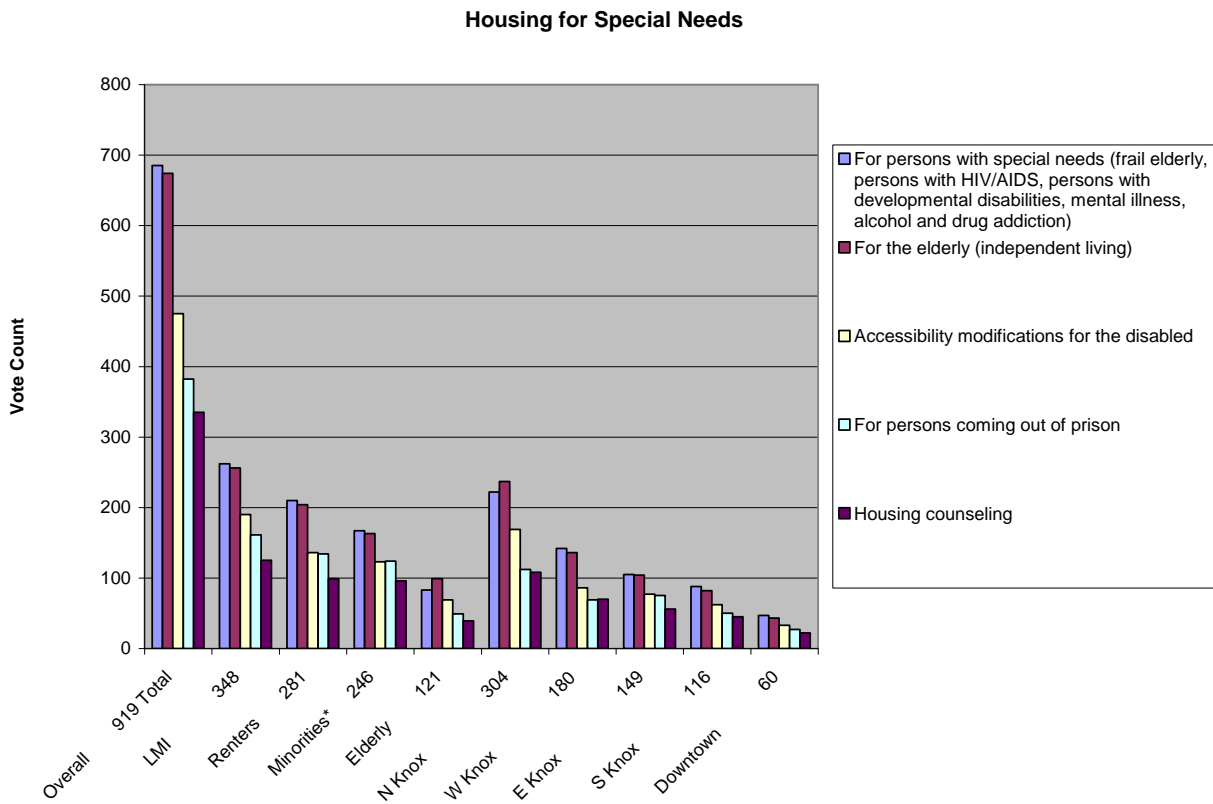
Homeownership Needs

- Ranked seventh highest priority category overall.
- Within the **Homeownership Needs** category:
    a. **Energy Efficiency Improvements** was ranked highest among all subgroups, except by Downtown; and followed very closely by
    b. **Rehabilitation** was ranked a very close second overall and highest by South Knoxville and Downtown
    c. **Down payment and Closing Costs Assistance** was ranked third highest overall and second highest by Renters.
    d. **New Construction** was ranked fourth highest overall and slightly less important to LMI persons, Renters, North Knoxville, West Knoxville, and South Knoxville
    e. **LBP** was ranked last overall, but slightly higher for LMI persons, Renters, North Knoxville, West Knoxville and South Knoxville.

Homeownership Needs
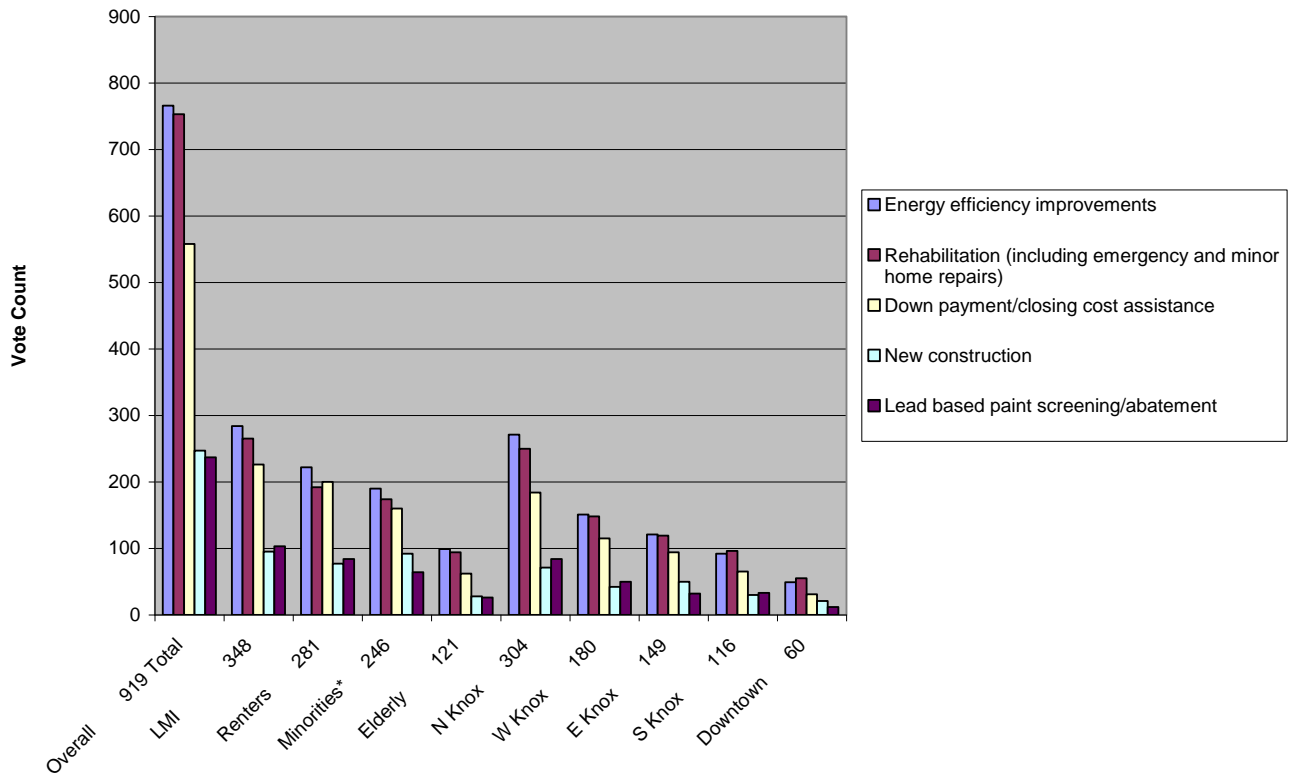
Rental Housing Needs

- Ranked eighth highest priority category overall.
- Within the **Rental Housing Needs** category:
  a. **Energy Efficiency Improvements** was ranked highest among all subgroups and geographies, except for Downtown.
  b. **Rehabilitation** was ranked second overall and highest by Downtown.
  c. TBRA was ranked third highest overall, but second for Minorities and a close second by LMI persons.
  d. **LBP** was ranked fourth highest overall.
  e. **New Construction** was ranked last overall, but slightly higher for Minorities and East Knoxville and very close for LMI persons, Elderly, Renters, and Downtown.

Rental Housing Needs

Legend:
- ☐ Energy efficiency improvements
- ■ Rehabilitation including emergency and minor home repairs
- ☐ Tenant based rental assistance
- ☐ Lead based paint screening/abatement
- ■ New construction

Public Facilities Needs

- Ranked ninth, or last, priority category overall, but was slightly more important to North Knoxville, West Knoxville, and Downtown.
- Within the **Public Facilities Needs** category:
  a. **Neighborhood/Community Centers** was ranked highest overall and among all subgroups and geographies.
  b. Youth Centers was ranked a second overall and a close second by Renters and Minorities.
  c. Senior Centers was ranked third highest overall. It tied for second highest priority by the Elderly.
  d. Veterans Centers ranked fourth.
  e. Arts Centers ranked last, in all areas except West Knoxville and Downtown.

Public Facilities Needs
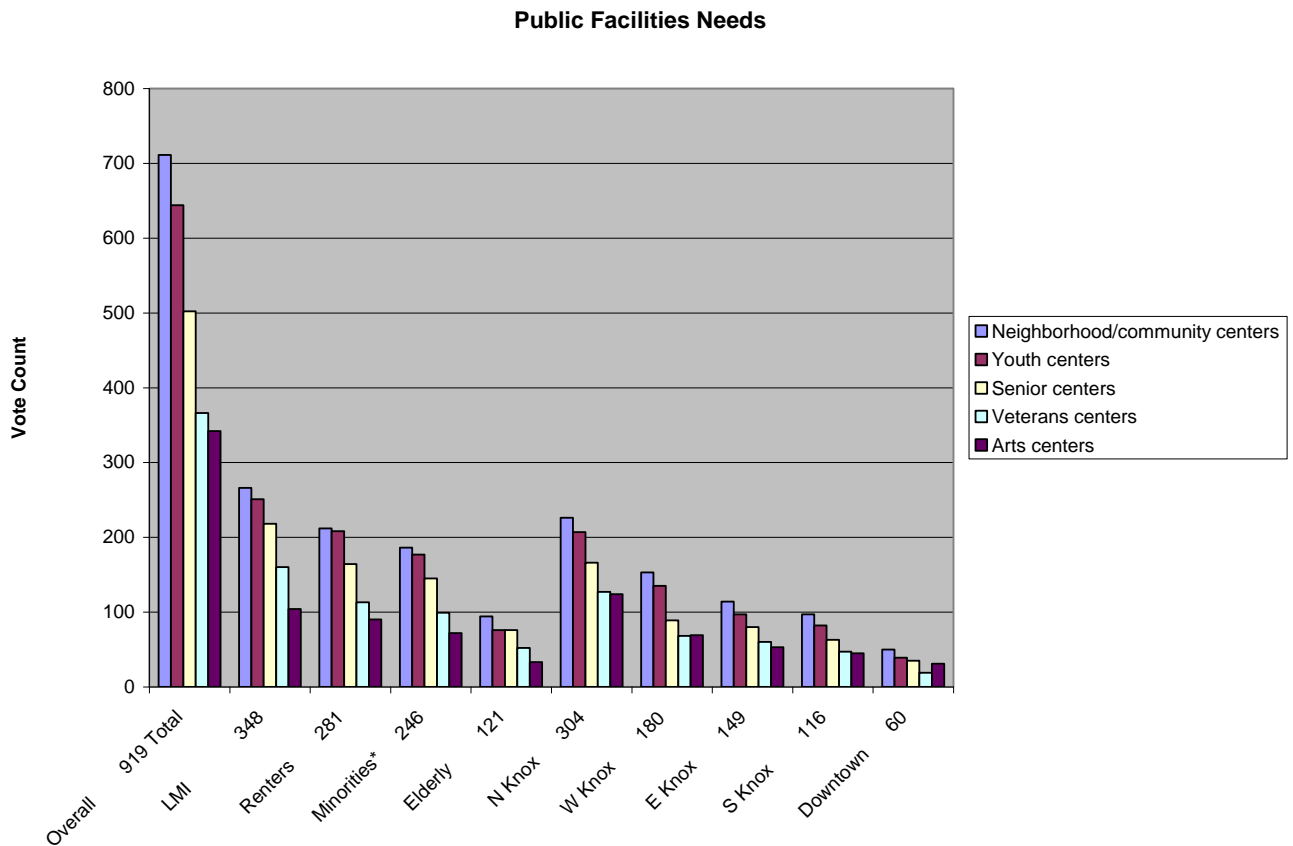
Survey Instrument

Citizen Involvement Feedback Survey

1. Please choose from the following, the top 3 most important NEIGHBORHOOD needs:

☐ Please choose from the following, the top 3 most important NEIGHBORHOOD needs: Affordability of housing

☐ Quality and upkeep of housing

☐ Public infrastructure (sidewalks, streets, parks, etc)

☐ Public Services (trash pick up, police, codes enforcement, recycling)

☐ Overall quality of life in the neighborhood (neighbors, walkability, location, trees, safety, speeding)

2. Please choose from the following, the top 3 most important HOMEOWNERSHIP needs:

☐ Please choose from the following, the top 3 most important HOMEOWNERSHIP needs: Energy efficiency improvements

☐ Lead based paint screening/abatement

☐ New construction

☐ Rehabilitation (including emergency and minor home repairs)

☐ Down payment/closing cost assistance

3. Please choose from the following, the top 3 most important RENTAL HOUSING needs:

☐ Please choose from the following, the top 3 most important RENTAL HOUSING needs: Energy efficiency improvements

☐ Lead based paint screening/abatement

☐ New construction

☐ Rehabilitation including emergency and minor home repairs

☐ Tenant based rental assistance

4. Please choose from the following, the top 3 most important HOMELESS needs:

☐ Please choose from the following, the top 3 most important HOMELESS needs: Homelessness prevention

☐ Emergency/transitional housing

☐ Affordable permanent housing

☐ Case management/supportive services

☐ Employment/economic stability

5. Please choose from the following, the top 3 most important HOUSING needs for SPECIAL POPULATIONS:

☐ Please choose from the following, the top 3 most important HOUSING needs for SPECIAL POPULATIONS: For persons with special needs (frail elderly, persons with HIV/AIDS, persons with developmental disabilities, mental illness, alcohol and drug addiction)

☐ For the elderly (independent living)

☐ For persons coming out of prison

☐ Accessibility modifications for the disabled

☐ Housing counseling

6. Please choose from the following, the top 3 most important ECONOMIC DEVELOPMENT needs:

☐ Please choose from the following, the top 3 most important ECONOMIC DEVELOPMENT needs: Job creation

☐ Green jobs (solar, lead based paint abatement, recycling, energy efficiency, etc.)

☐ Support for minority and women-owned businesses

☐ Loans and technical assistance to small businesses

☐ Startups and business expansion

7. Please choose from the following, the top 3 most important PUBLIC SERVICES needs:

☐ Please choose from the following, the top 3 most important PUBLIC SERVICES needs: Child and youth services

☐ Senior services & services for the disabled

☐ Veterans services

☐ Health services (including mental health and substance abuse services)

☐ Employment training

8. Please choose from the following, the top 3 most important PUBLIC FACILITIES needs:

☐ Please choose from the following, the top 3 most important PUBLIC FACILITIES needs: Senior centers

☐ Youth centers

☐ Veterans centers

☐ Neighborhood/community centers

☐ Arts centers

9. Please choose from the following, the top 3 most important INFRASTRUCTURE needs:

☐ Please choose from the following, the top 3 most important INFRASTRUCTURE needs: Street improvements/bike lanes, sidewalks

☐ Parks (including community gardens)

☐ Water/sewer line improvements, drainage/storm water improvements

☐ Public transit

☐ Lighting (streets, parks, other)

10. Based on the previous questions that list specific service components in each category, please choose the top 3 categories of services that you feel are most important:

☐ Based on the previous questions that list specific service components in each category, please choose the top 3 categories of services that you feel are most important: Neighborhoods needs

☐ Housing needs for special populations

☐ Rental housing needs

☐ Homeownership needs

☐ Homelessness needs

☐ Public services needs

☐ Public facilities needs

☐ Infrastructure needs

☐ Economic development needs

11. What is your age?

○ What is your age?   Under 18 years

○ 18 to 24 years

○ 25 to 34 years

○ 35 to 44 years

○ 45 to 54 years

○ 55 to 64 years

○ Age 65 or older

12. Are you male or female?

○ Are you male or female?   Male

○ Female

13. How do you describe yourself? (please check all options that best describe you)

☐ How do you describe yourself? (please check all options that best describe you)   Non-Hispanic White

☐ Black or African American

☐ Asian or Asian American

☐ American Indian or Alaska Native

☐ Native Hawaiian or Other Pacific Islander

☐ Asian and White

☐ Black/African-American and White

☐ Other

☐ Hispanic or Latino

14. What is your annual household income?

○ What is your annual household income?   Less than $34,000

○ $34,000 to $39,000

○ $40,000 to $44,000

○ $45,000 to $48,000

○ $49,000 to $52,000

○ $53,000 to $56,000

○ $57,000 to $60,000

○ $61,000 to $64,000

○ Over $64,000

15. How many people (including yourself) live in your home?

○ How many people (including yourself) live in your home?   One

○ Two

○ Three

○ Four

○ Five

○ Six

○ Seven

○ Eight or more

16. Do you own or rent your home?

○ Do you own or rent your home?   Own

○ Rent

○ Neither

17. Which best describes your household?

○ Which best describes your household?   Single, non elderly

○ Elderly

○ Single-parent

○ Two parents

○ Other

18. Which area of Knoxville do you live in?

○ Which area of Knoxville do you live in?   South

○ East

○ North

○ West

○ Downtown

○ Outside of the City of Knoxville

19. How did you hear about the survey?

☐ How did you hear about the survey?   City of Knoxville website

☐ Knoxville News Sentinel

☐ Mailing

☐ Through a meeting

☐ Facebook

☐ Twitter

Other (please specify) [   ]

20. Please add any additional questions, comments, concerns and/or suggestions you may wish to share with us.

[text area]

Please add any additional questions, comments, concerns and/or suggestions you may wish to share with us.

Thank you for taking the time to complete this survey, your feedback is very valuable to us.

Powered by [SurveyMonkey](#)

End