

MANY VOICES : ONE VISION : A GREATER COMMUNITY

STAND

WHERE WE STAND:

**A REPORT ON THE RESULTS OF THE STAND
2009 COMMUNITY QUESTIONNAIRE**

INTRODUCTION

In May 2009, Chattanooga Stand initiated a community visioning effort for the Chattanooga region. Over the course of five months, Stand staff and volunteers collected responses from over 26,000 Chattanooga area residents to four open-ended questions, designed to encourage thoughtful input on the region's assets, the challenges that it faces and what can be done to create the best future for Chattanooga.

Stand's visioning process builds on Chattanooga's history of community engagement that has played a critical role in the city's population and economic turnaround. Many of the ideas for physical redevelopment and civic revival that shape Chattanooga today began in the 1980s with a series of initiatives that began with the Moccasin Bend Task Force and came to fruition through Chattanooga Venture and Vision2000. Stand sought to revisit and renew a citizen visioning process for Chattanooga, but also to expand the conversation to a broader range of residents through the visioning campaign that engaged tens of thousands of area residents.

With responses from over 26,000 area residents, Stand is the largest questionnaire-based visioning process on record.

Stand contracted with the Ochs Center for Metropolitan Studies to assist in the compilation of the information from the questionnaires. The purpose of this report is to identify the most common themes that emerged from the Stand responses and to provide supplemental information and data—much of it from the 2006 and 2008 State of Chattanooga Region Reports¹—that relate to the identified challenges and opportunities in the Chattanooga region.

1. The State of Chattanooga Region Reports (SOCRR) analyze MSA, county, city and subregional level data. For the purposes of this analysis, the Ochs Center has divided the county into 36 subregions, which roughly coincide with large neighborhoods. Appendix D contains a map of the 36 subregions of Hamilton County, which are referenced in this report.

METHODOLOGY

The Stand questionnaire consisted of four open-ended questions:

QUESTION 1. WHAT DO YOU LIKE ABOUT THE CHATTANOOGA REGION?

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

In addition to the four questions, respondents were also asked a series of optional demographic questions, including gender, age, race, education level and zip code.

Stand staff and volunteers distributed the questionnaires throughout the summer, attending numerous community meetings and events. Additionally, the questionnaire was available online and was distributed through schools, churches, community groups, and large employers throughout Chattanooga. Stand staff consulted with the community organization La Paz De Dios to translate the questionnaire into Spanish, in order to increase access to the Hispanic and Latino population. Over 80% of the questionnaires were completed by hand, versus 19% online.

In its oversight of the process of data analysis, the Ochs Center sub-contracted with the Center for Applied Social Research (CASR) at the University of Tennessee, Chattanooga (UTC) to enter and code the Stand responses. With four questions, the option to provide up to five responses to each question, and over 26,000 respondents, CASR staff entered more than 300,000 individual responses by hand into a database.

In order to efficiently analyze such a large number of open-ended responses, it was important to be able to group and code them by category. Stand, Ochs, and CASR staff worked together to develop a coding rubric² that allowed for accurate categorization of the Stand responses. The rubric contained seven very broad themes, which primarily correspond with the broad themes that emerged from the Vision 2000 and ReVision 2000 campaigns. Within each of the seven broad themes there were a number of subcategories, which further helped to accurately reflect the meaning of the open ended responses. For example, within the broad theme of "Places: Natural," there were eleven subcategories, including "scenic beauty," "location," "weather/climate," "cleanliness/pollution," etc. The subcategories were developed primarily in consultation with CASR staff, who had the most comprehensive view of the data after entering all of the responses.

Once the coding rubric was finalized, CASR staff coded each response according to the rubric. Each response could receive up to three different codes. For example, the response "There need to be more parks and nightlife downtown," would have been coded as a 22 for "Downtown," a 71 for "Parks," and a 79 for "Nightlife."

Once the questionnaires were fully entered and coded, the data set was turned over to the Ochs Center for the initial analysis contained in this report. Ochs analyzed responses to each of the four questions and identified the most common themes and subcategories.

Was it a Questionnaire or a Survey?

In some cases, the Stand process has been referred to as a survey. Technically, by asking a series of questions to a group of people, Stand did conduct a survey. But throughout this report, the process—and the instrument used—is referred to as a questionnaire. While Stand may have conducted a survey, it clearly was not a scientific survey—nor was it designed to be one. To maximize response, Stand sought to collect information from as many people as possible. The result is a non-random sample whose responses cannot be generalized to the region's population. Still, given the sheer number of responses from area residents, the Stand questionnaire does provide extremely valuable information about the issues and concerns within the community.

2. Appendix A contains the full coding rubric.

DEMOGRAPHICS

In addition to the four main questions, the Stand questionnaire contained questions on demographics, including gender, age, race, educational attainment and zip code. Respondents were required to provide their zip code; however, all of the other demographic questions were optional and approximately 60% of the respondents provided demographic information.

Of the respondents providing demographic information, 60% were female and 40% were male. Just over 14% were age 17 or under and nearly 22% were between 18 and 24, the age group with the greatest number of respondents. Nearly 18% of respondents were between 25 and 34, while the 35 to 44 age group and the 45 to 54 age group each had 15.5% of respondents. Nearly 11% of respondents were between 55 and 64 and 4.5% were 65 or older. Over 75% of the respondents providing demographic information were white, over 14% were African American, 5% were Hispanic or Latino, and 5% were either Asian/Pacific Islander, Native American, Multi-Racial or some other race. The demographic composition of Stand questionnaire respondents can be compared to what we know about the actual demographics of the Chattanooga Metropolitan Statistical Area based on data from the American Community Survey for 2006–2008.³

TABLE 1. GENDER, AGE AND RACE OF STAND RESPONSES

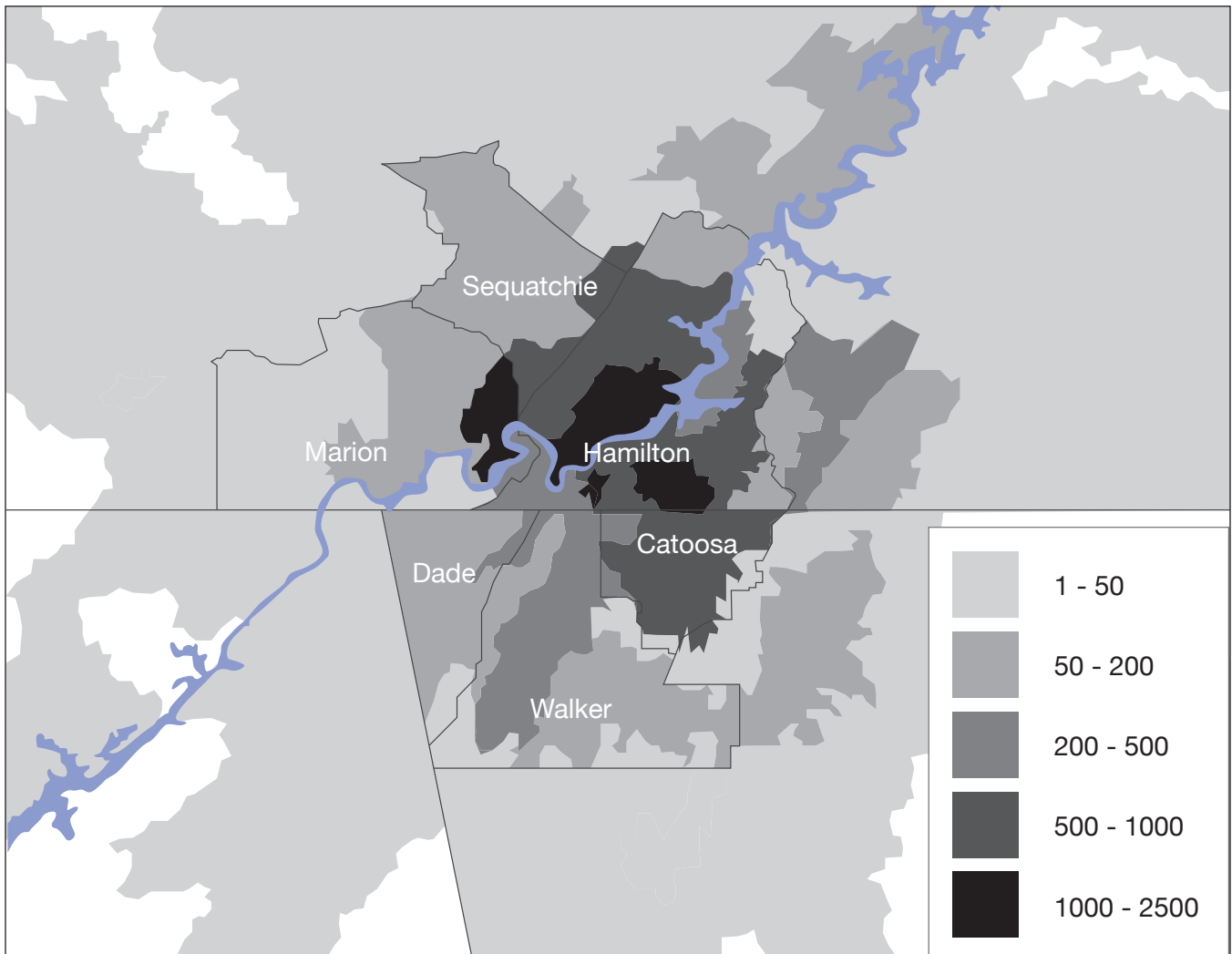
	STAND QUESTIONNAIRE RESPONDENTS	2006-2008 DATA FOR CHATTANOOGA MSA
MALE	40%	48%
FEMALE	60%	52%
WHITE	75%	82%
AFRICAN AMERICAN	14%	14%
ASIAN/PACIFIC ISLANDER, NATIVE AMERICAN, MULTI-RACIAL, OR SOME OTHER RACE	5%	4%
LATINO ⁴	5%	2%
10 TO 17 YEARS OLD	14%	12%
18 TO 24 YEARS OLD	22%	10%
25 TO 34 YEARS OLD	18%	14%
35 TO 44 YEARS OLD	16%	16%
45 TO 54 YEARS OLD	16 %	17%
55 TO 64 YEARS OLD	11%	14%
65 YEARS OLD AND OLDER	5%	16%

Over 85% of respondents provided valid zip code information. Of these respondents, nearly 76% lived within the Chattanooga Metropolitan Statistical Area, which includes Hamilton, Sequatchie, Marion, Dade, Catoosa and Walker Counties.

3. The American Community Survey is conducted annually by the U.S. Bureau of the Census. The Chattanooga Metropolitan Statistical Area is a federally designated area that includes Hamilton, Marion and Sequatchie counties in Tennessee and Catoosa, Dade and Walker counties in Georgia. Approximately 64% of the residents of the MSA live in Hamilton County.

4. For the purposes of the Stand questionnaire, respondents could indicate their race as Latino or Hispanic. The Census Bureau uses Latino or Hispanic as a classification of ethnic origin. In other words, respondents to the ACS could indicate that their race is White (or African American or any other race), but would indicate their ethnicity as Latino. Also, the ACS does not report the percentage of the population that is Latino at the MSA level. It does however, report Latino percentages for four out of the six counties in the MSA—3% in Hamilton County, 2% in Catoosa County and 1% in both Marion and Walker counties. Assuming that Latinos comprise 1.5% of the population in the non-Hamilton County parts of the MSA, we estimate an MSA wide Latino population of 2%.

MAP 1. STAND RESPONSES BY ZIP CODE



WHERE WE STAND

Detailed responses to the Stand questionnaire are attached as Appendix A to this report.

Looking across all of the information collected in the visioning process and comparing that with other research and data, three large themes emerge:

NATURAL ENVIRONMENT

STAND RESPONDENTS TREASURE THE AREA'S NATURAL BEAUTY, BUT ARE CONCERNED ABOUT POLLUTION AND CLEANLINESS

Over 50% of Stand respondents⁵ referred to the scenic beauty of the area as one of the things they liked most about the Chattanooga region—by far, the most common response to question one. The most common three answers in the category were “mountains,” “river,” and “scenery/scenic beauty.” Other specific responses that were categorized into scenic beauty included references to Chattanooga’s mountains, lakes, and rivers, including the following:

- »» “Chattanooga is a beautiful city.”
- »» “the Geography—mountains, lakes, rivers, forests, etc...”
- »» “I like the mountains and the river.”
- »» “I love the scenery and natural beauty that surrounds the area.”
- »» “It is beautiful.”

Stand respondents also listed parks (16.3%), access to outdoor activities (12.7%), the size of the city (10.2%), and the weather or climate (9.5%) as things they liked most about the region.

The value that Stand participants place on the scenic beauty of the area was also reflected in their responses to the other three questions. “Cleanliness and/or pollution” was one of the top three responses in questions two, three, and four on the Stand questionnaire.

In response to question two, “Imagine the best possible Chattanooga region. Describe it.” over 15% of respondents referred to cleanliness and pollution. In addition, over 20% of respondents listed cleanliness and pollution in response to question three, “What challenges must be addressed?” The bulk of responses to questions two and three referred to less pollution, cleaner air and water, littering issues, and odors, particularly in the downtown area and around the river.

Value of and concern about the environment is consistent with the findings of the 2006 and 2008 State of Chattanooga Region Report surveys of Hamilton County residents.⁶ In 2008, 83% of survey respondents indicated that clean air was very important to their quality of life and 79% indicated that clean streets and neighborhoods were very important to their quality of life.

The 2008 State of Chattanooga Region Report also identified data suggesting the basis for some of the Stand respondents’ concerns about the environment:

- »» Among 14 benchmark midsize counties from around the nation, Hamilton County had the second highest number of days for which it exceeded the EPA standard for ozone pollution levels. Ozone is created when emissions from cars, trucks, and factories mix with sunlight, and is primarily a problem on hot summer days. Based on data from the Air Pollution Control Board, the number of good air quality days in Hamilton County declined from 49% in 2005 to 39% in 2007.

5. This report focuses on the percentage of respondents who make a particular response. Respondents were permitted to—and often did—provide multiple responses to each of the four questions.

6. The State of Chattanooga Region Report surveys are based on twenty minute telephone surveys of a random sample of Hamilton County residents. They were conducted in April 2006 and February 2008. While the Ochs Center (then the Community Research Council) was responsible for survey design and analysis, the data was collected by a third party survey research firm.

- »» Air quality issues may be related to development patterns and reliance on cars for commuting. A 2008 Brookings Institution study found that among the nation's 100 largest MSAs, Chattanooga had the 12th highest carbon footprint. Among 14 benchmark counties, Hamilton County ranked third on the percentage of commuters who drive to work alone.
- »» There are also challenges related to water, as well as air. Of 299 miles of streams assessed by the State Department of Environmental Conservation in Hamilton County, 225 miles, or 30% of total stream miles are classified as "impaired," meaning they have levels of pollutants that make them unsuitable for recreational uses.

PLACE

STAND RESPONDENTS VALUE THE REDEVELOPMENT OF DOWNTOWN, PARKS AND AREA ATTRACTIONS, BUT ARE CONCERNED ABOUT ISSUES RELATED TO TRAFFIC, ROAD CONDITIONS AND GROWTH

The second most common response category to question one, "What do you like most about the Chattanooga region?" was downtown. Over 30% of respondents referenced Chattanooga's downtown as one of the things they liked about the region. Many of the responses simply stated "downtown," however others referenced specific aspects downtown, such as the following:

- »» "Activities downtown."
- »» "The riverfront."
- »» "The art district."
- »» "Downtown area."
- »» "The downtown area is beautiful."
- »» "There is a lot to do downtown."
- »» "The pedestrian bridge."
- »» "The revitalization of downtown."

Still, some Chattanooga residents want and expect more. In response to question two—"Imagine the best possible Chattanooga region"—the largest number of responses (over 16% of respondents) were related to the Downtown area. Responses suggested the need for further development and additional attractions. Moreover, 8% of respondents indicated specific concerns about Downtown. The most common responses included downtown parking issues, homelessness and panhandling, blight issues downtown, continued redevelopment, and crime in the downtown area.

More generally, 17% of respondents cited Chattanooga's different attractions, 16% cited area parks and 15% cited entertainment options as aspects that they liked most about the region. However, 9% of respondents also said that they would like to see more attractions and entertainment options, such as more options for young adults, more free entertainment events, and more activities on the riverfront. Additionally, 9% of respondents also said they would like to see more parks as part of the "best possible Chattanooga region."

Concern over traffic issues and the development of roads and highways was a common concern that emerged from both questions two and three of the Stand questionnaire. Nearly 15% of respondents listed roads and highways as a challenge that must be addressed: it was the third most common response to question three behind cleanliness/pollution issues and public education. The most common responses in this category related to traffic, road construction, or need for road improvement. Specific responses included the following:

- »» "Traffic is awful."
- »» "Roads need to be repaired."
- »» "Better roads."
- »» "Less traffic and congestion."
- »» "Road conditions."
- »» "Road construction."

Again, the responses to the Stand questionnaire are consistent with other research.

Downtown has helped to drive overall population growth in the Chattanooga region. After population declines of 6.3% in the 1970s and 24.8% in the 1980s, the downtown Chattanooga population grew by 7.4% in the 1990s.⁷ Since 2000, Downtown has seen further residential growth. Between 2000 and 2008, the county subregion containing the central business district appears to have experienced a 9.4% increase in population. Nearby areas associated with Downtown (e.g. North Chattanooga, Fort Wood and Battery Place) appear to have seen population growth of 12%.⁸

Downtown Chattanooga is also the center for tourism and entertainment for the region with the Tennessee Aquarium, the Creative Discovery Museum, Lookouts games, and events at Memorial Auditorium, the Tivoli Theater, the Nightfall concert series and the newly opened Majestic Theater.

The importance of parks to area residents is consistent with the findings of the 2008 State of Chattanooga Region Report survey, where 61% of County residents cited parks and recreational opportunities as very important to their quality of life. By and large, there is considerable access to open space in Hamilton County—70 acres per 1,000 residents. Still, several subregions in the county had less than one acre of park space per 1000 residents include Woodmore/Dalewood, Lupton City/Norcross, Westview/Mountain Shadows, Brainerd, and Glenwood/Eastdale.

The 2008 survey also found that 52% of respondents indicated that short commuting time was very important to their quality of life in Hamilton County. Concern about traffic may be relative. Based on Census and American Community Survey data, commute time in the Chattanooga MSA remains largely unchanged. In 2000, 55.6% of Chattanooga MSA residents had a commute of twenty minutes or more compared with 56.7% in 2008. To the extent that concern about roads and traffic is related to development, several data points suggest increasing development in less urban parts of Hamilton County. From 2000 to 2006, a total of 242 new road segments with a median length of 0.15 miles were added to provide access to residential traffic moving from suburban neighborhoods to larger arterial roads connected to major highways. In 2005 and 2006, 45% of new home sales in Hamilton County were in unincorporated parts of the county.

7. Eugenie Birch, *Who Lives Downtown*, Brookings Institution Metropolitan Policy Program, 2005. For the purposes of this analysis, Downtown was also defined on the basis of census tract.

8. The analysis was based on both 2000 Census data and residential address data from the U.S. Postal Service.

PEOPLE

STAND RESPONDENTS VALUE THEIR NEIGHBORS AND NEIGHBORHOODS, BUT ARE CONCERNED ABOUT THREE ISSUES RELATED TO HUMAN CAPITAL—EDUCATION, CRIME AND JOBS.

Behind scenic beauty and downtown, the third most common answer to question one, “What do you like most about the Chattanooga region?” was the people of the area. Over 18% of respondents replied that they appreciated the people of the region. The majority of these responses referred to the friendliness, kindness, or helpfulness of the people in the Chattanooga region.

Many Stand questionnaire respondents also referenced specific neighborhoods or the importance of neighborhoods, particularly in response to questions two and three. In response to question two, nearly 13% of respondents referenced issues related to specific neighborhoods in Chattanooga. Commonly mentioned neighborhoods included Alton Park, Brainerd, East Brainerd, East Chattanooga, East Ridge, Highland Park, Hixson, Lookout Mountain, Lookout Valley, MLK Neighborhood, Middle Valley, North Chattanooga, Ooltewah, Red Bank, Signal Mountain, and Soddy Daisy.

This focus on people and the neighborhoods that they live in was consistent with other Ochs Center research. Findings from the 2008 State of Chattanooga Region Report survey indicate that, among Hamilton County residents:

- » 72% believed that “a place where all people are welcome” was very important to their quality of life
- » 64% believed that “a strong sense of community” was very important to their quality of life
- » 65% strongly agreed that people in their neighborhood are willing to help their neighbors
- » 57% strongly agreed that people in their neighborhood can be trusted

But Chattanooga residents expressed concern about the region’s future in three areas directly related to the community’s human capital, or the assets and skills of the people in the region.

These three human capital challenges—education, crime and jobs—are directly related to each other.

- » The single most important factor in determining economic success in the region is the educational attainment of its workforce. A recent study by the Center for Labor Market Studies found that, among individuals between the ages of 16 and 24 who were not in school, the employment rate for college graduates was nearly one-third higher than for high school graduates and nearly double the rate of high school dropouts.⁹ The annual earnings gap between high school graduates and college graduates now exceeds \$24,000 a year and is greater than the gap between high school graduates and high school dropouts. Moreover, the college attainment rate in an area has an effect on the income of non-college graduates as well. Harvard economist Edward Glaeser notes that “[A]s the share of adults in a metropolitan area with college degrees increases by 10 percent, the wages of a worker with a fixed education level increases by 8 percent. Area level education also seems to increase the production of innovations and speed economic growth.”¹⁰
- » While many factors affect crime rates and numerous cities and counties have been successful in driving down crime even in the face of high unemployment and poverty, it is clear that likelihood of arrest, incarceration and re-incarceration is directly related to education and employment. A 2003 study by the Department of Justice found that incarcerated individuals were twice as likely to have failed to complete

9. Andrew Sum, Ishwar Khatriwada, et. al, “The Consequences of Dropping Out of High School,” Center for Labor Market Studies, October 2009. Edward L. Glaeser, “The Dream for a Human Capital Agenda,” Boston Globe, September 5, 2008.

10. Edward L. Glaeser, “The Dream for a Human Capital Agenda,” Boston Globe, September 5, 2008.

11. Caroline Wolf Harlow, Education and Correctional Populations, U.S. Department of Justice, Bureau of Justice Statistics, January 2003 at bjs.ojp.usdoj.gov/content/pub/pdf/ecp.pdf.

12. Bruce Western, From Prison to Work: A Proposal for a National Prisoner Reentry Program, Brookings Institution, December 2008 at www.brookings.edu/~media/Files/rc/papers/2008/12_prison_to_work_western/12_prison_to_work_western.pdf.

high school as the population overall: 41% of federal, state and local inmates lacked a high school degree compared to 18% of all adults nationally.¹¹ On average, State inmates had 10.4 years of education in 2004. And employment is the critical factor in reducing recidivism for offenders returning from prison. Nationally, two-thirds of inmates returning from prison are re-arrested within three years and half are re-incarcerated: but select transitional job and other employment programs have demonstrated that they can result in reduced recidivism.¹²

EDUCATION:

Concern over public education was the second most common response to question three on the Stand questionnaire, "What challenges must be addressed?" Over 17% of respondents listed an issue related to public education as something that must be addressed. Additionally, over 10% of respondents to question two stated that a good public education system was essential to creating the "best possible Chattanooga region," in response to question two.

The importance of the quality of public education is consistent with the findings of the 2008 State of Chattanooga Region Report survey. Among Hamilton County residents, 83% stated that quality schools were very important to the quality of life in the Chattanooga region and 90% of respondents ranked quality public schools as either the most important or very important in creating and retaining jobs in Hamilton County.

The need for improvement is also reflected in the most recent data related to student performance in Hamilton County schools.

- »» Third to eighth grade 2009 TCAP scores for Hamilton County trailed behind the state average for Math, Reading, Social Studies and Science.
- »» Composite ACT scores in 2009 trailed the state average and were lower than in 2007 or 2008.
- »» High school cohort dropout rates have increased from 13.3% in 2007 to 19.1% in 2009.

Based on prior year data, student performance varies greatly by neighborhood and school. For example, 2007-8 TCAP data indicate that, while 79.7% of third graders from Signal Mountain scored advanced on the reading TCAP, just 11.5% in South Chattanooga did. In six Chattanooga neighborhoods—Bushtown/Highland Park, Glenwood/Eastdale, South Chattanooga, Amnicola/East Chattanooga, Ridgedale/Oak Grove/Clifton Hills, and Woodmore/Dalewood—less than 20% of children scored advanced in reading.

On the third grade math TCAP, the percentage of students from Signal Mountain scoring advanced was eight times the percentage of students scoring advanced from Amnicola/East Chattanooga. In addition to Amnicola/East Chattanooga, four other subregions had less than one in five students scoring advanced on the math TCAP. These subregions were Bushtown/Highland Park, South Chattanooga, Downtown, and Ridgedale/Clifton Hills. However, across Hamilton County, the percentage of students scoring advanced on the math TCAP increased in 21 subregions.

CRIME:

Stand respondents also expressed concerns about crime. Over 14% of respondents referenced general crime and over 9% of respondents referenced gang-related crime as issues that need to be addressed in the Chattanooga region. The majority of these responses just state "crime," but many also referenced increasing crime rates and crime in specific areas of the city. In responding to question two, 7% of respondents indicated that a better region would have less crime.

In both the 2006 (87%) and 2008 (90%) State of Chattanooga Region Report surveys, more Hamilton County residents identified safety from crime as very important to quality of life than any other factor. In a comparison with thirteen other cities with a similar population, Chattanooga had the second highest violent crime rate and the highest property crime rate.

There are real demographic and geographic differences in how crime affects residents of Hamilton County. Based on the 2008 countywide survey, 75% of residents said they never or rarely worry about their personal safety. African Americans (43%), 18 to 29 year olds (35%) and persons living in households with incomes under \$50,000 (32%) are more likely to sometimes or often worry about their safety than the population as a whole (22%).

Perception reflects reality. According to the 2008 State of Chattanooga Region Report, while African Americans comprise 20% of the Hamilton County population, they represented nearly 30% of all crime victims. Moreover, 43.9% of victims under 18 were African Americans.

Five subregions (Ridgedale/Oak Grove/Clifton Hills, Bushtown/Highland Park, South Chattanooga, Downtown and Amnicola/East Chattanooga) accounted for 14.2% of the County population, but 48.1% of robbery complaints, 45.1% of drug/narcotic violations, 37.9% of aggravated assaults, 28.8% of vandalism and more than one quarter of burglaries and simple assaults in the county in 2007.

JOBS AND ECONOMY:

One in ten respondents referenced jobs as an issue in response to questions two and three. Most of the jobs-related responses referred to creating “quality” jobs and unemployment issues, as follows:

- »» “More quality jobs.”
- »» “More jobs that pay living wages.”
- »» “Job creation.”
- »» “High unemployment.”
- »» “Not enough high-paying technical jobs.”
- »» “Job market.”

In the 2008 State of Chattanooga Region Report survey, 80% of respondents indicated that they consider the availability of jobs that pay a living wage to be very important to the quality of life in the Chattanooga area. When asked about the quality and availability of employment in Hamilton County today, most respondents indicated that it was either “fair” or “poor” (68%)—as opposed to excellent or good—28%. Nearly half of African American respondents rated the employment situation as poor—more than double the percentage of white respondents.

Between 2001 and 2007, overall employment grew by 3.2% in Hamilton County. Health Care (45.1%), Information (39.7%), Management of Companies and Enterprises (28.1%), and Accommodation and Food Services (25.0%) were the fastest growing sectors. On a net basis, the 6,418 job increase in Health Care jobs accounted for more than 100% of private sector growth in the county.

Between 2001 and 2006, per capita income growth in the Chattanooga MSA and Hamilton County lagged behind Tennessee and national growth. Hamilton County’s median household income (\$41,855) was higher than Chattanooga’s (\$36,981) and Tennessee’s (\$40,315), but less than the United States’ median household income of \$48,451 in 2006.

WHAT ACTIONS ARE STAND RESPONDENTS WILLING TO TAKE FOR CHATTANOOGA?

Question 4 on the Stand questionnaire was unique in that it asked respondents to list specific actions that they personally could take in order to achieve the best possible Chattanooga region. Over half of Stand respondents stated that they were willing to volunteer, provide community service or increase their community involvement in the Chattanooga region.

Over 32% of respondents stated that they could help by volunteering or providing some kind of community service; this was the most common category of responses to question 4. The most common responses in this category referred to general volunteering or community service; however, other common responses listed volunteering and community service in relation to neighborhood associations, public schools and other community organizations.

The second most common category of responses to question 4 was “Community involvement/Connectivity,” with nearly 25% of respondents stating that they could increase their involvement in the community. Again, most of these responses referred to general community involvement, though other common responses referred to specific community involvement such as attending public meetings, forming neighborhood watch groups and serving as a role model for children and teens.

The other most common responses to question 4 included responses related to environmental clean-up, especially litter (21% of respondents); responses related to communication, including educating others, speaking out about issues, and raising awareness about issues (19.5% of respondents); responses related to civic engagement, including voting, supporting elected officials, and being a good citizen (13% of respondents); and responses related to recycling (12%).

Additionally, over 13% of respondents stated that they could help by continuing or increasing their civic engagement; many of the response were related to voting and supporting responsible elected officials.

CONCLUSION

With over 26,000 respondents and four open ended questions, this report just scratches the surface of the valuable information that will be obtained from the Stand visioning process in the months to come. This report addresses some of the most common responses, but there are many more categories, particularly related to Places: Man Made, Government, People, and Play that are worthy of further exploration and review.

The purpose of this analysis, however, was to identify and attempt to frame the major themes that come from responses to the Stand questionnaire. The results there were loud and clear and consistent with other research.

Chattanoogans are proud of the natural beauty of where they live. They value the transformed Downtown, access to open space and a variety of attractions and entertainment options in the region. They understand the importance of the people who live here—their neighbors—and the neighborhoods that they live in.

At the same time, they see how their region can be even better. They want to preserve and protect the natural beauty that they treasure. They are worried about traffic and road conditions. They want to build upon the success of Downtown, and they understand that the future of the region depends on the ability to take on tough challenges—from public schools to the economy to crime.

Finally, Stand respondents are willing to work in the community in order to build on Chattanooga’s success and to address their areas of concern. They recognize the importance of volunteering and community involvement, as well as the responsibilities of being a good citizen and civic engagement.

APPENDIX A:

STAND CODING RUBRIC

1	PLACES: NATURAL	EXAMPLES
11	Environment (general)	environment, protect environment
12	Scenic Beauty	mountains, rivers, sight-seeing, topography, natural resources, scenery, landscape, beauty, beautiful
13	Location	relative to other cities, geography, it's the south, like the area
14	Weather / Climate	weather, seasons
15	Cleanliness / Pollution /Noise	city is clean; litter, air/water pollution, kudzu, pollen, noise, odors, chicken factory, pick up trash, clean up the city
16	Conservation/Carbon Footprint	conserve energy/water, carpool, drive less, reduce carbon footprint
17	Size	Small town feel, not too big, not too small, not Atlanta/Knoxville/Nashville, etc., like current population size
18	Green Issues/Sustainability	green the city, sustainable development, eco-friendly
19	Trees	plant trees, urban forestry , flowers, vegetation
110	Land Conservation	conserve land
111	Wildlife	wildlife habitat, lots of wildlife, preserve wildlife

2	PLACES: MAN MADE	EXAMPLES
220	Infrastructure: general	"infrastructure" only, no specific reference to buildings, roads, construction, etc., like the layout
21	Buildings	look of buildings, historic preservation
22	Downtown	waterfront, bridges, central business district, Bluff View Art District, "the city," downtown, downtown revitalization, any reference to 'downtown' (e.g., it's clean downtown) plus code for whatever else discussing (e.g., '22' and '15)
23	Public Transportation	buses, bus stops, trains, CARTA, high speed rail to Nashville/Atlanta etc.
24	Roads/Highways	traffic, commute times, road construction, wider roads, easy to get around
25	Biking Issues	build bike lanes, ride my bike more, bike-friendly, biker behavior, driver education about bikes
26	Construction	less construction, more construction
27	Sidewalks/Walkability/Walking	pedestrian-friendly, build more sidewalks, human scale construction, walking areas
28	Parking	more parking, paying for parking
29	Sprawl/Growth/Development	sprawl/growth patterns, like that there's no sprawl, development/progress in general (new things)
210	Pet Issues	allow dogs in parks; too many dog parks, animal cruelty
211	Housing: General	I like the houses in North Chattanooga (don't forget your '216' code)
212	Housing: Affordable/Equal Opportunities	I like the houses in North Chattanooga (don't forget your '216' code)

2	PLACES: MAN MADE	EXAMPLES
213	Neighborhood Revitalization/ Urban Renewal	remodeling, more development, urban blight/renewal/ revitalization. Re-development/renewal/fixing up (old things)
215	Green Building	LEED Certified buildings, earth craft buildings, green buildings
216	Neighborhood	Answer is a specific reference to a neighborhood (e.g., East Brainerd, "be more like [a specific neighborhood cited here]") or area (e.g., 37407, 23rd street, suburbs) or refers to neighborhood in general (e.g., my neighborhood) or has the word neighborhood (e.g., neighborhood association) or neighbors (e.g., I like my neighbors) in the response, plus code for whatever else (e.g., neighborhood crime - '216' and '311' ; crime in Alton Park - '216' and '311'). no more neighborhood column
217	Air Travel	Airports
218	Accessibility/Convenience	Places in Chattanooga are accessible, convenient
219	Atmosphere	quiet, peaceful, laid-back, eclectic, southern city, southern culture/hospitality, city life, modern/progressive city, outdoorsy, friendly, forward thinking, university town, hospitable, artsy feel, it's nice, it's a nice place to live

3	PEOPLE	EXAMPLES
31	People: General	people, well-educated people, friendly people, nice people
32	People: Family/Parenting	good place to raise a family, be a good parent, focus on my family, it's family oriented, I can teach my child/children to (do something, e.g., be a good person)
33	Safety/Security	safe town, feel secure, make Chattanooga safer, safe to walk at night
34	Friends/Family Connection	born/raised in Chattanooga, boyfriend/girlfriend/ teammates/classmates/friends/ family live here
35	Health: Alcoholism/Substance Abuse	Alcoholism and substance abuse are health issues (NOT DRUGS - see Crime: Drugs), alcoholic, drug abusers
37	Health: Teen Pregnancy	only for TEEN pregnancy/birth control/abortion issues, underage sex, abstinence
38	Health: Obesity	obesity issues
39	Health: Underage Drinking/Smoking	underage drinking/smoking issues
310	Health: Health Care	hospitals, health care access, health care professionals
330	Health: General	health, health-conscious society, be healthy/exercise/don't smoke/don't drink (this is NOT FOR DRUGS, which goes under 332)
311	Crime: General	crime, clean up the crime, low crime, need to reduce crime
312	Crime: Drunk Driving	drunk driving, dui, I cannot/don't drive drunk
313	Crime: Gangs	gangs, I cannot/don't get involved with gangs
332	Crime: Drugs	Reference to drugs is crime (NOT HEALTH ISSUE - see Health: Substance Abuse), I cannot/don't do drugs
314	Crime: Violence	I cannot/don't fight, carry guns

3	PEOPLE	EXAMPLES
315	Crime: Prostitution	
316	Crime: Vandalism/Graffiti	I cannot/don't vandalize or use graffiti
317	Elderly Issues	elderly discounts, help the elderly, I like the elderly
318	Community Connectedness/ Involvement	participation, close-knit community, get involved with my community, be aware, be involved, community engagement, be a role model, be a mentor, be honest/ responsible/kind to others, set a good example, neighborhood associations (don't forget the '216' as well), neighborhood/crime watch (this should also get a '216' and '33' NOT a 311)
319	Churches/Faith/Religious issues	pray for my community, church involvement, prejudice against religious groups, spread the gospel
320	Diversity and Multi-Culturalism	general statements about diversity, multiculturalism, acceptance of people, diverse age groups, be more open-minded/accepting/tolerant
333	Racial/Ethnic Issues	racism, need more African-American/Hispanic-American people, places
334	Sex/Gender Issues	sexism, heterosexism, fight glass ceiling for women, bring LGBT people together, women's pregnancy, birth control, abortion issues
335	Disability Issues	ableism, parking for disability, support for people with disabilities
336	Political Affiliation	prejudice against liberals/democrats, conservatives/ republicans, good ole boy network
324	Opportunities: General	equal opportunities, more opportunities
325	Poverty/Class Issues	classism, support for the working class, help the poor
326	Homelessness and Panhandling	homeless services, shelters
327	Volunteering/Community Service	volunteering time to HELP OTHERS in any way except donating money (that goes under philanthropy) or "teaching" someone something (that goes under communication). EXAMPLES: I can help others/volunteer/community service, I can work for the Girl Scouts, help the homeless, spend time at the soup kitchen, translate for people, coach little league, tutor kids, etc. Also, serving on boards
328	Philanthropy	individuals/non-profits/foundations/organizations raise/give/donate money or charitable gifts, or just a name of a non-profit foundation/organization cited
329	Communication	spread the word about Chattanooga, educate others (about anything), TEACH OTHERS (anything), encourage others (to do anything), take this/other surveys, speak up/out, voice my opinion, pass out fliers, raise awareness
337	Quality of Life	good quality of life

4	WORK AND ECONOMY	EXAMPLES
41	Economy: General	good/bad economy, tourist industry

4	WORK AND ECONOMY	EXAMPLES
43	Business Environment (general)	great/diverse business environment, public/private partnerships
44	Economic Development	business and industry recruitment
45	Cost of Living	more affordable to live here, is affordable to live here, affordable/high gas prices
46	Jobs: General	more jobs, job opportunities; better paying jobs, unemployment
47	Jobs: Equal Opportunity	equal opportunities in employment, equal opportunities for ex-offenders
48	Jobs: Training	job training issues
49	Jobs: Teens	need more jobs for teens
410	Workplace	I like my job/workplace, I work here
411	Food Economy	farmers' markets, food system, local food, organic food, grocery stores, slow food, better food
412	Volkswagen	any reference to VW
414	Small/Family/Local Business	opportunities for small business/small business environment, family-owned businesses, names of specific local businesses, websites, newspapers, radio stations, cable company, support local businesses/buy local, spend money here/ in Chattanooga, start my own business
415	Personal Finance	I can save money, monitor my finances
416	Young Professionals	Bring in more youth, retain youth, retain UTC college students here at home

5	GOVERNMENT	EXAMPLES
51	Government: General	create a metropolitan government, merge city and county governments, government issues, less corruption in government, more cooperation within government
52	Policy	current policy issues (e.g., guns in bars, traffic cameras, non-smoking areas, etc.)
53	Public Services: Police/Public Safety	more/less/supportive/corrupt police, overcrowded jails, fire department
54	Public Services: Recycling	recycling issues
55	Public Services: Trash/Waste	trash/waste issues
56	Public Services: Library	library issues
57	Public Services: Animal Shelter	animal control, stray animals, McNamee Animal Shelter
58	Public Services: Other	Wi-Fi Access Throughout City, TDOT, utilities, 311, water/elec co, public radio
59	Taxes	lower taxes, taxes too high, NOT for 'NOT PAY TAXES' (see 513)
510	Civic Engagement/Voting	write/phone/email politicians, running for office, votes, get out the vote, attend public meetings, petitioning, protesting, special interest groups
511	Elected Officials	elect better officials, corrupt officials/politicians

5	GOVERNMENT	EXAMPLES
512	Spending/Fiscal Responsibility	government spending/not spending issues
513	Citizenship	be a good citizen, obey the law, I can work/pay taxes/drive safely/not speed, report crime when I see it; this is about being a good citizen and engaging in normal civic duties (NOT don't do drugs or drive drunk or carry guns - those go 332, 312, and 314)
514	Annexation	where city/county lines should be (e.g., Hamilton county line)

6	EDUCATION	EXAMPLES
61	Private Education	private education
62	College	UTC, Chattanooga State, Virginia college, etc.
63	Public Education: K-12	education issues specific to K-12
64	Public Education: Funding	lack of funding, funding allocation issues
65	Public Education: Administration	administration issues
66	Public Education: Teacher Quality	teacher quality issues
67	Public Education: Class Size	crowded classes/schools
68	Public Education: Curriculum	curriculum issues
69	Public Education: General	dropout rates, good public education system, improve public education, scholarships, after school programs
610	Public Education: Facilities	buildings, construction
611	Public Education: Zoning	school zoning issues
612	Public Education: Inequality	unequal differences between different public schools (e.g., Red bank vs. Soddy), inner city schools
613	Public vs. Private: Inequality	unequal differences between public and private schools (e.g., Red bank vs. Baylor)
614	Education: Opportunities	equal education for all (non specific to public or private school)
615	Continuing Ed/Self-Ed/Improvement	continuing education, take a class, educate myself, improve myself

7	PLAY	EXAMPLES
71	Parks	parks, greenways, open space, green space, community gardens, specific parks (Greenway Farm, Coolidge Park, Riverwalk)
72	Arts and Culture: Public Art and Visual Art	sculptures, public art, paintings, murals, "art," "artwork"
73	Arts and Culture: Music and Concerts	Bigger music scene, more "big name" concerts/ artists, support local musicians, symphony
74	Arts and Culture: Theater	plays, the Theater Center, support the theatre
75	Arts and Culture: General/Other	art appreciation; history, history of the city, "the arts," support the arts/local artists
76	Arts and Culture: Venues	Hunter Museum, Tivoli, Memorial Auditorium, art museums, art galleries

7	PLAY	EXAMPLES
77	Outdoor Activities	blue way, hiking, running, climbing, boating, recreation in general
78	Attractions	tourist attractions, Ruby Falls, Rock City, water/amusement park, Lake Winnie, S. Belle, Choo choo, creative discovery museum, Aquarium, come more/visit more
79	Nightlife	clubs, bars, specific venues (jj's bohemia)
710	Festivals and Events	Riverbend, Nightfall, Cornbread Festival, car shows
711	Sports	professional teams, college teams (Mocs), sports facilities, sports leagues (soccer, ultimate frisbee), Chattanooga FC, Lookouts
712	Activities for Teens	more/free activities for teens, a place for teens to hang out, curfew issues, skating rink, skate park, ice skating
713	Restaurants/Hotels	more/variety restaurants/hotels, mention of specific restaurants/hotels
714	Entertainment/ Other Activities	movies, bowling; free/cheap/variety activities/food, old model cars/street bikes
715	Family/Children Activities	free/cheap/variety family activities, play/playground, recreation centers
716	Shopping and Retail	shopping, stores, malls, more/less retail space, more diverse/variety shopping

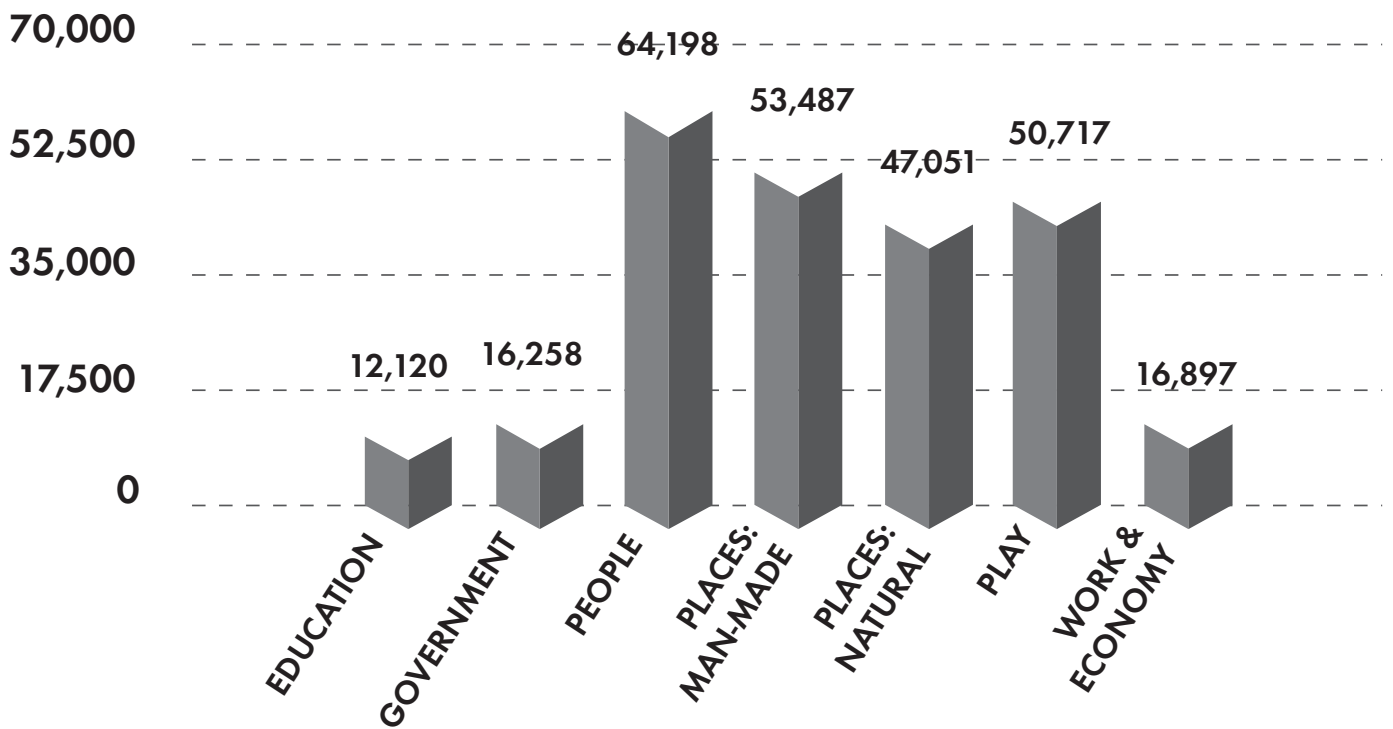
8	Miscellaneous	Examples
81	None/Nothing	Like nothing about Chattanooga, no challenges, perfect how it is; NOT FOR: no real response
82	Nonsense Response	Please use context clues from other answers if needed
83	Other	Responses that do not fit in any other code yet; if you think a code can be added
84	Illegible	Data enterer could not read respondents handwriting
85	Everything/Anything	"I like everything"; "I like it as it is" "Everything is a challenge here," I can do anything to help
86	Don't Know	Participant said don't know or put a ? Or idk
87	Answers Another Question	Use this code if the response answers another question (e.g., What do you like best about Chattanooga? Response: "we need to clean up the crime in this city")
88	Q4 Actions Chattanooga Should Take	this code is for responses that answer what actions Chattanooga city/groups/ organizations etc. should take (e.g., build better roads, reduce crime, give raises to the police) not what actions the respondents can take (e.g., I can recycle, vote, etc.)

APPENDIX B:

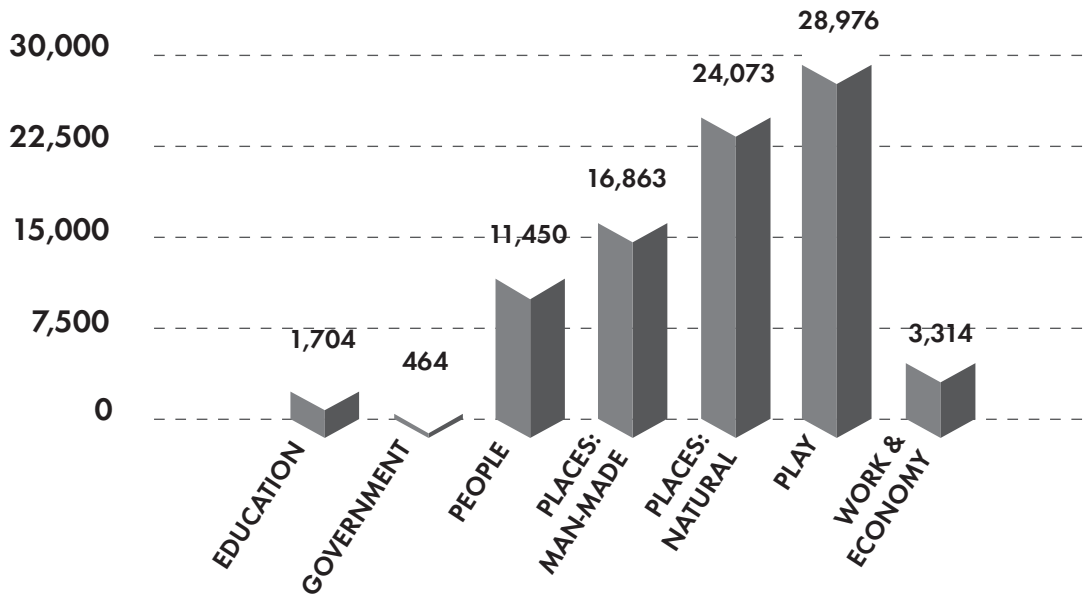
ANALYSIS BY QUESTION

OVERVIEW:

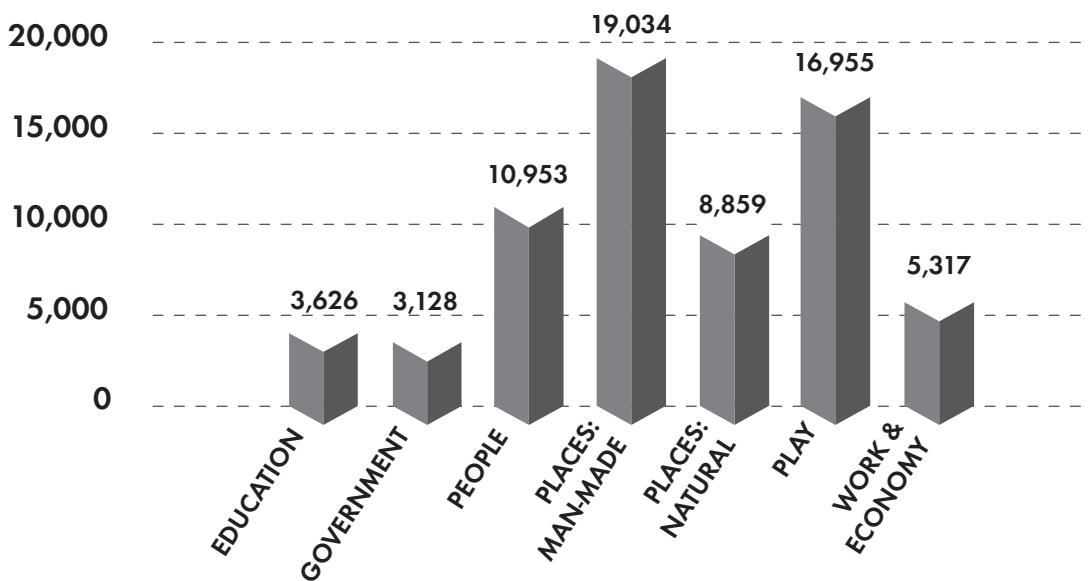
TOTAL NUMBER OF RESPONSES BY THEME:



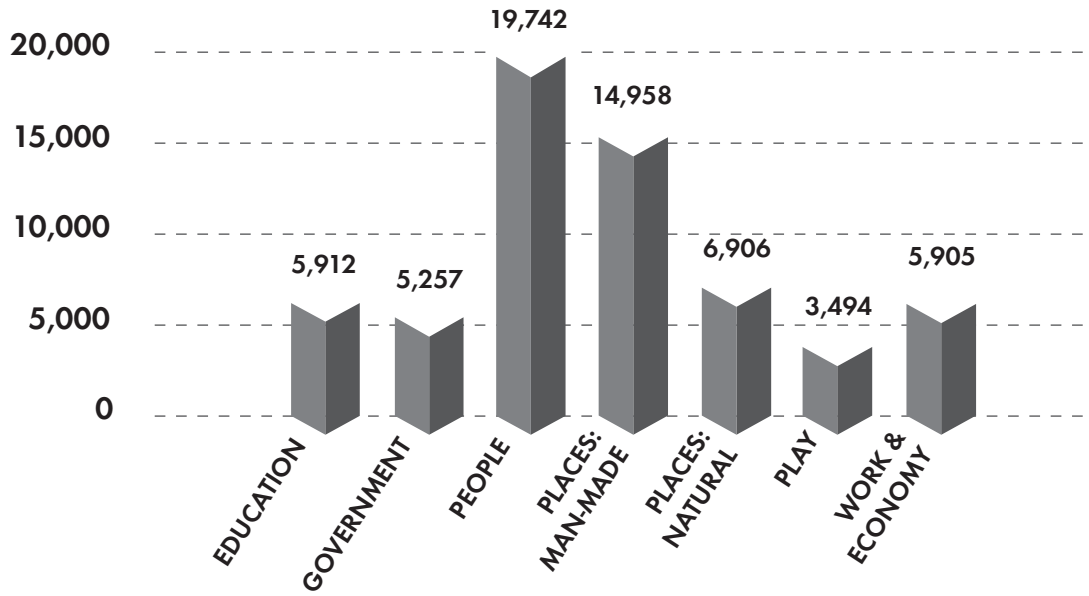
QUESTION 1: WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?



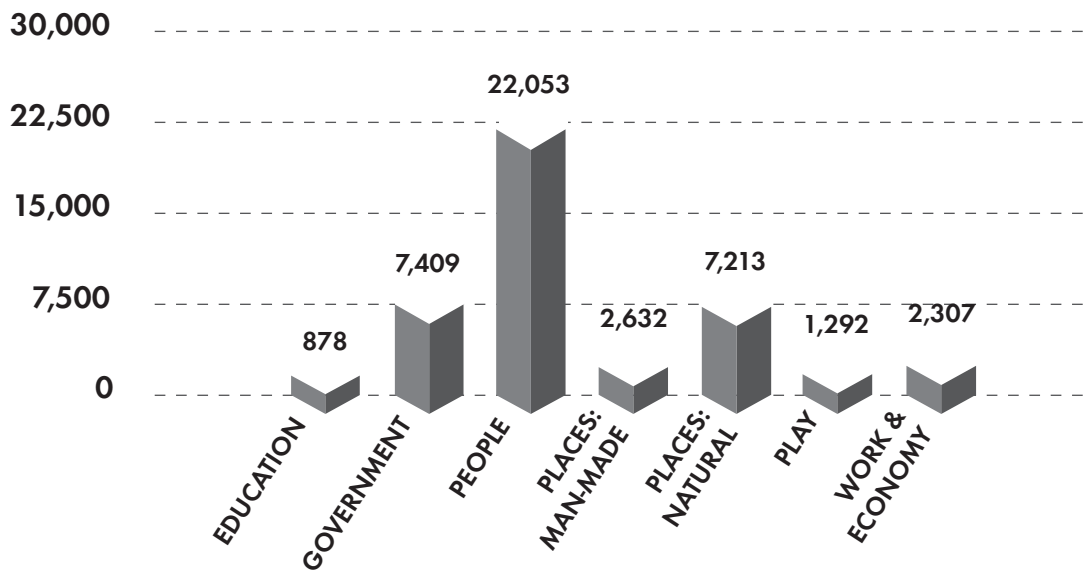
QUESTION 2: IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.



QUESTION 3: WHAT CHALLENGES MUST BE ADDRESSED?



QUESTION 4: WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?



EDUCATION:

Education received 12,120 responses across all four Stand questions. This equals 5% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Education: 1,704

Percent of total responses to Question 1: 2%

EDUCATION RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSE	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	847	1.0%	3.3%
College	492	0.6%	1.9%
Private Education	158	0.2%	0.6%
Education: Opportunities	118	0.1%	0.5%
Public Education: Facilities	32	0.0%	0.1%
Public Education: Teacher Quality	23	0.0%	0.1%
Continuing Ed / Self-Ed / Improvement	18	0.0%	0.1%
Public Education: K-12	7	0.0%	0.0%
Public Education: Zoning	7	0.0%	0.0%
Public Education: Administration	1	0.0%	0.0%
Public Education: Class Size	1	0.0%	0.0%
TOTAL	1704	2%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Education : 3,626

Percent of total responses to Question 2: 5%

EDUCATION RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSE	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	2543	3.6%	10.6%
College	346	0.5%	1.4%
Education: Opportunities	147	0.2%	0.6%
Public Education: Funding	125	0.2%	0.5%
Public Education: Facilities	79	0.1%	0.3%
Continuing Ed / Self-Ed / Improvement	65	0.1%	0.3%
Public Education: Curriculum	57	0.1%	0.2%

CATEGORY	RESPONSE	% OF RESPONSES	% OF RESPONDENTS
Public vs. Private: Inequality	48	0.1%	0.2%
Public Education: Administration	43	0.1%	0.2%
Public Education: Teacher Quality	43	0.1%	0.2%
Public Education: Inequality	38	0.1%	0.2%
Public Education: Zoning	28	0.0%	0.1%
Private Education	22	0.0%	0.1%
Public Education: Class Size	22	0.0%	0.1%
Public Education: K-12	20	0.0%	0.1%
TOTAL	3626	5%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as Education: 5,912

Percent of responses to question 3: 9%

EDUCATION RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSE	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	4240	6.5%	17.3%
Public Education: Funding	546	0.8%	2.2%
Education: Opportunities	208	0.3%	0.8%
College	192	0.3%	0.8%
Continuing Ed/Self-Ed/Improvement	115	0.2%	0.5%
Public Education: Facilities	89	0.1%	0.4%
Public Education: Teacher Quality	86	0.1%	0.4%
Public vs. Private: Inequality	79	0.1%	0.3%
Public Education: Zoning	70	0.1%	0.3%
Public Education: Class Size	67	0.1%	0.3%
Public Education: Inequality	62	0.1%	0.3%
Public Education: Administration	57	0.1%	0.2%
Public Education: Curriculum	47	0.1%	0.2%
Private Education	28	0.0%	0.1%
Public Education: K-12	26	0.0%	0.1%
TOTAL	5912	9%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as Education: 878

Percent of responses to question 1: 2%

EDUCATION RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES`	% OF RESPONSES	% OF RESPONDENTS
Continuing Ed/Self-Ed/Improvement	451	0.9%	2.0%
Public Education: General	318	0.7%	1.4%
College	35	0.1%	0.2%
Public Education: Funding	23	0.0%	0.1%
Public Education: Teacher Quality	13	0.0%	0.1%
Public Education: Opportunities	9	0.0%	0.0%
Public Education: Administration	8	0.0%	0.0%
Private Education	6	0.0%	0.0%
Public Education: K-12	6	0.0%	0.0%
Public Education: Facilities	4	0.0%	0.0%
Public Education: Zoning	2	0.0%	0.0%
Public vs. Private: Inequality	2	0.0%	0.0%
Public Education: Inequality	1	0.0%	0.0%
TOTAL	878	1.8%	

GOVERNMENT

Government received 16,258 responses across all four Stand questions. This equals 6.6% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE MOST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Government: 464

Percent of total responses to Question 1: .05%

GOVERNMENT RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Services: Police/ Public Safety	77	0.1%	0.3%
Government: General	73	0.1%	0.3%
Taxes	71	0.1%	0.3%
Elected Officials	65	0.1%	0.3%
Public Services: Library	54	0.1%	0.2%
Policy	35	0.0%	0.1%
Public Services: Other	34	0.0%	0.1%
Public Services: Recycling	25	0.0%	0.1%
Civic Engagement/Voting	12	0.0%	0.0%
Citizenship	10	0.0%	0.0%
Spending/Fiscal Responsibility	5	0.0%	0.0%
Public Services: Trash/ Waste	2	0.0%	0.0%
Public Services: Animal Shelter	1	0.0%	0.0%
TOTAL	464	0.05%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Government : 3,128

Percent of total responses to Question 2: 4%

GOVERNMENT RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Services: Recycling	608	0.9%	2.5%
Public Services: Police/ Public Safety	483	0.7%	2.0%
Policy	441	0.6%	1.8%
Taxes	307	0.4%	1.3%
Elected Officials	261	0.4%	1.1%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Services: Library	135	0.2%	0.6%
Public Services: Other	125	0.2%	0.5%
Civic Engagement/Voting	86	0.1%	0.4%
Spending/Fiscal Responsibility	82	0.1%	0.3%
Citizenship	54	0.1%	0.2%
Public Services: Trash/Waste	50	0.1%	0.2%
Public Services: Animal Shelter	44	0.1%	0.2%
TOTAL	3,128	4%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as Government: 5,257

Percent of responses to question 3: 8%

GOVERNMENT RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Services: Police/Public Safety	1267	1.9%	5.2%
Public Services: Recycling	940	1.4%	3.8%
Government: General	698	1.1%	2.9%
Taxes	569	0.9%	2.3%
Policy	567	0.9%	2.3%
Elected Officials	494	0.8%	2.0%
Public Services: Trash/Waste	161	0.2%	0.7%
Public Services: Other	132	0.2%	0.5%
Citizenship	132	0.2%	0.5%
Public Services: Library	118	0.2%	0.5%
Civic Engagement/Voting	103	0.2%	0.4%
Public Services: Animal Shelter	76	0.1%	0.3%
TOTAL	5,257	8%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as Government: 7,409
 Percent of responses to question 4: 15%

GOVERNMENT RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Civic Engagement/Voting	2928	6.1%	13.0%
Public Services: Recycling	2697	5.6%	12.0%
Citizenship	1243	2.6%	5.5%
Public Services: Police/ Public Safety	167	0.3%	0.7%
Elected Officials	124	0.3%	0.5%
Policy	52	0.1%	0.2%
Government: General	47	0.1%	0.2%
Public Services: Animal Shelter	45	0.1%	0.2%
Taxes	32	0.1%	0.1%
Annexation	21	0.0%	0.1%
Public Services: Library	18	0.0%	0.1%
Spending/Fiscal Responsibility	17	0.0%	0.1%
Public Services: Other	14	0.0%	0.1%
Public Services: Trash/ Waste	4	0.0%	0.0%
TOTAL	7,409	15%	

PEOPLE

The theme “People” received 64,198 responses across all four Stand questions. This equals 26% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as People: 11,450

Percent of total responses to Question 1: 12%

PEOPLE RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
People: General	4686	5.3%	18.1%
Friends/Family Connections	1240	1.4%	4.8%
People: Family/Parenting	1231	1.4%	4.7%
Community Connectedness/ Involvement	1009	1.1%	3.9%
Diversity and Multi-Culturalism	992	1.1%	3.8%
Safety/Security	719	0.8%	2.8%
Churches/Faith/Religious issues	546	0.6%	2.1%
Health: Health Care	227	0.3%	0.9%
Philanthropy	183	0.2%	0.7%
Volunteering/Community Service	124	0.1%	0.5%
Quality of Life	107	0.1%	0.4%
Health: General	81	0.1%	0.3%
Crime: General	80	0.1%	0.3%
Political Affiliation	53	0.1%	0.2%
Communication	37	0.0%	0.1%
Racial/Ethnic Issues	36	0.0%	0.1%
Homelessness and Panhandling	27	0.0%	0.1%
Elderly Issues	24	0.0%	0.1%
Poverty/Class Issues	14	0.0%	0.1%
Sex/Gender Issues	11	0.0%	0.0%
Crime: Violence	8	0.0%	0.0%
Disability Issues	6	0.0%	0.0%
Crime: Gangs	2	0.0%	0.0%
Crime: Prostitution	2	0.0%	0.0%
Crime: Vandalism/Graffiti	2	0.0%	0.0%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Health: Teen Pregnancy	1	0.0%	0.0%
Crime: Drunk Driving	1	0.0%	0.0%
Crime: Drugs	1	0.0%	0.0%
TOTAL	11,450	12%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as People : 10,953

Percent of total responses to Question 2: 15%

PEOPLE RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Crime: General	1672	2.3%	6.9%
Safety/Security	1356	1.9%	5.6%
Diversity and Multi-Culturalism	1066	1.5%	4.4%
Community Connectedness/ Involvement	1057	1.5%	4.4%
People: General	981	1.4%	4.1%
Homelessness and Panhandling	710	1.0%	2.9%
Crime: Violence	423	0.6%	1.8%
Crime: Gangs	421	0.6%	1.7%
Racial/Ethnic Issues	401	0.6%	1.7%
Churches/Faith/Religious Issues	354	.5%	1.5%
Poverty/Class	330	0.5%	1.4%
People: Family/Parenting	303	0.4%	1.3%
Volunteering/Community Service	292	0.4%	1.2%
Crime: Drugs	280	0.4%	1.2%
Communication	223	0.3%	0.9%
Health: Health Care	214	0.3%	0.9%
Health: General	211	0.3%	0.9%
Elderly Issues	109	0.2%	0.5%
Friends/Family Connections	94	0.1%	0.4%
Political Affiliation	83	0.1%	0.3%
Philanthropy	77	0.1%	0.3%
Disability Issues	59	0.1%	0.2%
Crime: Vandalism/Graffiti	40	0.1%	0.2%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Sex/Gender Issues	39	0.1%	0.2%
Quality of Life	38	0.1%	0.2%
Health: Alcoholism/ Substance Abuse	33	0.0%	0.1%
Crime: Prostitution	22	0.0%	0.1%
Health: Obesity	20	0.0%	0.1%
Health: Teen Pregnancy	17	0.0%	0.1%
Health: Underage Drinking/Smoking	15	0.0%	0.1%
Crime: Drunk Driving	13	0.0%	0.1%
TOTAL	10,953	15%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as People: 19,742

Percent of responses to question 3: 30%

PEOPLE RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Crime: General	3462	5.3%	14.1%
Homelessness and Panhandling	2732	4.2%	11.2%
Crime: Gangs	2312	3.5%	9.4%
Crime: Violence	1335	2.0%	5.5%
Poverty/Class Issues	1133	1.7%	4.6%
Crime: Drugs	1076	1.6%	4.4%
Racial/Ethnic Issues	977	1.5%	4.0%
Safety/Security	909	1.4%	3.7%
Diversity and Multi- Culturalism	840	1.3%	3.4%
Community Connectedness/ Involvement	834	1.3%	3.4%
Communication	578	0.9%	2.4%
People: General	517	0.8%	2.1%
Health: Health Care	428	0.7%	1.7%
Health: General	360	0.6%	1.5%
People: Family/Parenting	261	0.4%	1.1%
Churches/Faith/Religious Issues	251	0.4%	1.0%
Volunteering/Community Service	236	0.4%	1.0%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Political Affiliation	225	0.3%	0.9%
Health: Alcoholism/ Substance Abuse	222	0.3%	0.9%
Crime: Vandalism/Graffiti	157	0.2%	0.6%
Elderly Issues	138	0.2%	0.6%
Health: Teen Pregnancy	117	0.2%	0.5%
Philanthropy	109	0.2%	0.4%
Crime: Prostitution	99	0.2%	0.4%
Disability Issues	99	0.2%	0.4%
Health: Underage Drinking/Smoking	90	0.1%	0.4%
Sex/Gender Issues	88	0.1%	0.4%
Crime: Drunk Driving	81	0.1%	0.3%
Health: Obesity	44	0.1%	0.2%
Quality of Life	18	0.0%	0.1%
Friends/Family Connections	14	0.0%	0.1%
TOTAL	19,742	30%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as People: 22,053

Percent of responses to question 4: 45%

PEOPLE RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering/Community Service	7318	15.2%	32.4%
Community Connectedness/ Involvement	5604	11.6%	24.8%
Communication	4398	9.1%	19.5%
Philanthropy	1418	2.9%	6.3%
Churches/Faith/Religious Issues	727	1.5%	3.2%
People: General	594	1.2%	2.6%
Safety/Security	507	1.1%	2.2%
People: Family/Parenting	329	0.7%	1.5%
Homelessness and Panhandling	212	0.4%	0.9%
Diversity and Multi- Culturalism	206	0.4%	0.9%
Health: General	135	0.3%	0.6%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Crime: General	96	0.2%	0.4%
Crime: Drugs	83	0.2%	0.4%
Poverty/Class Issues	63	0.1%	0.3%
Elderly Issues	57	0.1%	0.3%
Crime: Violence	46	0.1%	0.2%
Health: Health Care	40	0.1%	0.2%
Racial/Ethnic Issues	39	0.1%	0.2%
Crime: Gangs	31	0.1%	0.1%
Crime: Drunk Driving	23	0.0%	0.1%
Health: Underage Drinking/Smoking	21	0.0%	0.1%
Health: Alcoholism/Substance Abuse	18	0.0%	0.1%
Political Affiliation	18	0.0%	0.1%
Friends/Family Connection	12	0.0%	0.1%
Health: Teen Pregnancy	11	0.0%	0.0%
Crime: Vandalism/Graffiti	11	0.0%	0.0%
Quality of Life	11	0.0%	0.0%
Sex/Gender Issues	9	0.0%	0.0%
Health: Obesity	8	0.0%	0.0%
Disability Issues	7	0.0%	0.0%
Crime: Prostitution	1	0.0%	0.0%
TOTAL	22,053	45%	

PLACES: MAN MADE

Places: Man Made received 53,487 responses across all four Stand questions. This equals 22% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Places: Man Made: 16,863

Percent of total responses to Question 1: 19%

PLACES: MAN MADE RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	7786	8.7%	30.0%
Atmosphere	3986	4.5%	15.4%
Neighborhood	1347	1.5%	5.2%
Sprawl/Growth/Development	846	1.0%	3.3%
Roads/Highways	814	0.9%	3.1%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Sidewalks/Walkability/ Walking	439	0.5%	1.7%
Neighborhood Revitalization/Urban Renewal	393	0.4%	1.5%
Buildings	372	0.4%	1.4%
Public Transportation	261	0.3%	1.0%
Housing: General	188	0.2%	0.7%
Biking Issues	159	0.2%	0.6%
Housing: Affordable/Equal Opportunities	111	0.1%	0.4%
Pet Issues	61	0.1%	0.2%
Infrastructure: General	54	0.1%	0.2%
Parking	28	0.0%	0.1%
Green Building	12	0.0%	0.0%
Construction	6	0.0%	0.0%
TOTAL	16,863	19%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Places: Man Made : 19,034

Percent of total responses to Question 2: 27%

PLACES: MAN MADE RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	3960	5.6%	16.4%
Neighborhood	3107	4.4%	12.9%
Atmosphere	1933	2.7%	8.0%
Roads/Highways	1790	2.5%	7.4%
Public Transportation	1479	2.1%	6.1%
Biking Issues	983	1.4%	4.1%
Parking	850	1.2%	3.5%
Neighborhood Revitalization/Urban Renewal	845	1.2%	3.5%
Sidewalks/Walkability/ Walking	800	1.1%	3.3%
Sprawl/Growth/ Development	616	0.9%	2.6%
Buildings	512	0.7%	2.1%
Housing: General	446	0.6%	1.9%
Pet Issues	397	0.6%	1.6%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Housing: Affordable/Equal Opportunities	375	0.5%	1.6%
Accessibility/Convenience	340	0.5%	1.4%
Construction	204	0.3%	0.8%
Air Travel	204	0.3%	0.8%
Infrastructure: General	72	0.1%	0.3%
Annexation	71	0.1%	0.3%
Green Building	50	0.1%	0.2%
TOTAL	19,034	27%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as Places: Man Made : 14,958
 Percent of responses to question 3: 23%

PLACES: MAN MADE RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Roads/Highways	3648	5.6%	14.9%
Downtown	2010	3.1%	8.2%
Parking	1710	2.6%	7.0%
Neighborhood	1356	2.1%	5.5%
Public Transportation	1022	1.6%	4.2%
Sprawl/Growth/Development	983	1.5%	4.0%
Neighborhood Revitalization/Urban Renewal	724	1.1%	3.0%
Biking Issues	479	0.7%	2.0%
Buildings	467	0.7%	1.9%
Construction	360	0.6%	1.5%
Housing: Affordable/Equal Opportunities	341	0.5%	1.4%
Housing: General	323	0.5%	1.3%
Sidewalks/Walkability/Walking	308	0.5%	1.3%
Infrastructure: General	270	0.4%	1.1%
Pet Issues	264	0.4%	1.1%
Annexation	229	0.4%	0.9%
Air Travel	171	0.3%	0.7%
Atmosphere	147	0.2%	0.6%
Accessibility/Convenience	125	0.2%	0.5%
Green Building	21	0.0%	0.1%
TOTAL	14,958	23%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as Places: Man Made: 2,632

Percent of responses to question 4: 5%

PLACES: MAN MADE RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Neighborhood	1183	2.5%	5.2%
Downtown	331	0.7%	1.5%
Biking Issues	313	0.6%	1.4%
Sidewalks/Walkability/ Walking	203	0.4%	0.9%
Public Transportation	142	0.3%	0.6%
Neighborhood Revitalization/Urban Renewal	106	0.2%	0.5%
Roads/Highways	79	0.2%	0.4%
Pet Issues	64	0.1%	0.3%
Housing: General	54	0.1%	0.2%
Parking	31	0.1%	0.1%
Buildings	22	0.0%	0.1%
Atmosphere	20	0.0%	0.1%
Construction	18	0.0%	0.1%
Sprawl/Growth/ Development	18	0.0%	0.1%
Air Travel	18	0.0%	0.1%
Infrastructure: General	14	0.0%	0.1%
Housing: Affordable/Equal Opportunities	10	0.0%	0.0%
Green Building	4	0.0%	0.0%
Accessibility/Convenience	2	0.0%	0.0%
TOTAL	2,632	5%	

PLACES: NATURAL

Places: Natural received 47,051 responses across all four Stand questions. This equals 17% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Places: Natural: 24,073

Percent of total responses to Question 1: 27%

PLACES: NATURAL RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	12987	14.6%	50.1%
Size	2636	3.0%	10.2%
Weather/Climate	2456	2.8%	9.5%
Location	2318	2.6%	8.9%
Accessibility/Convenience	1514	1.7%	5.8%
Cleanliness/Pollution/ Noise	1103	1.2%	4.3%
Green Issues/Sustainability	371	0.4%	1.4%
Trees	266	0.3%	1.0%
Environment: General	257	0.3%	1.0%
Wildlife	114	0.1%	0.4%
Conservation/Carbon Footprint	32	0.0%	0.1%
Land Conservation	19	0.0%	0.1%
TOTAL	24,073	27%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Places: Natural : 8,859

Percent of total responses to Question 2: 12%

PLACES: NATURAL RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cleanliness/Pollution/ Noise	3764	5.3%	15.6%
Scenic Beauty	2229	3.1%	9.3%
Green Issues/Sustainability	992	1.4%	4.1%
Size	421	0.6%	1.7%
Trees	420	0.6%	1.7%
Weather/Climate	347	0.5%	1.4%
Environment: General	300	0.4%	1.2%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Conservation/Carbon Footprint	112	0.2%	0.5%
Location	108	0.2%	0.4%
Wildlife	105	0.1%	0.4%
Land Conservation	61	0.1%	0.3%
TOTAL	8,859	12%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total Number of responses: 6906
 Percent of responses to question 3: 11%

PLACES: NATURAL RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cleanliness/Pollution/ Noise	5209	8.0%	21.3%
Green Issues/Sustainability	527	0.8%	2.2%
Environment: General	297	0.5%	1.2%
Conservation/Carbon Footprint	241	0.4%	1.0%
Scenic Beauty	148	0.2%	0.6%
Trees	133	0.2%	0.5%
Size	121	0.2%	0.5%
Land Conservation	85	0.1%	0.3%
Wildlife	73	0.1%	0.3%
Weather/Climate	56	0.1%	0.2%
Location	16	0.0%	0.1%
TOTAL	6,906	11%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total Number of responses: 7,213
 Percent of responses to question 1: 15%

PLACES: NATURAL RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cleanliness/Pollution/ Noise	5209	8.0%	21.3%
Green Issues/Sustainability	527	0.8%	2.2%
Environment: General	297	0.5%	1.2%
Conservation/Carbon Footprint	241	0.4%	1.0%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	148	0.2%	0.6%
Trees	133	0.2%	0.5%
Size	121	0.2%	0.5%
Land Conservation	85	0.1%	0.3%
Wildlife	73	0.1%	0.3%
Weather/Climate	56	0.1%	0.2%
Location	16	0.0%	0.1%
TOTAL	7,213	15%	

PLAY

Play received 50,717 responses across all four Stand questions. This equals 21% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Play: 28,976

Percent of total responses to Question 1: 33%

PLAY RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Attractions	4485	5.0%	17.3%
Parks	4228	4.7%	16.3%
Entertainment/Other Activities	4026	4.5%	15.5%
Outdoor Activities	3290	3.7%	12.7%
Restaurants/Hotels	2629	3.0%	10.1%
Festivals and Events	2371	2.7%	9.1%
Shopping and Retail	2046	2.3%	7.9%
Arts and Culture: General/Other	1994	2.2%	7.7%
Sports	877	1.0%	3.4%
Arts and Culture: Music and Concerts	844	0.9%	3.3%
Family/Children Activities	842	0.9%	3.2%
Arts and Culture: Venues	371	0.4%	1.4%
Nightlife	346	0.4%	1.3%
Arts and Culture: Public Art and Visual Art	324	0.4%	1.2%
Arts and Culture: Theatre	159	0.2%	0.6%
Activities for Teens	144	0.2%	0.6%
TOTAL	28,976	33%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Play : 16,955

Percent of total responses to Question 2: 24%

PLAY RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Entertainment/Other Activities	2262	3.2%	9.4%
Attractions	2194	3.1%	9.1%
Parks	2124	3.0%	8.8%
Shopping and Retail	1740	2.4%	7.2%
Restaurants/Hotels	1395	2.0%	5.8%
Outdoor Activities	1187	1.7%	4.9%
Arts and Culture: Music and Concerts	969	1.4%	4.0%
Festivals and Events	897	1.3%	3.7%
Arts and Culture: General/Other	879	1.2%	3.7%
Family/Children Activities	829	1.2%	3.4%
Activities for Teens	732	1.0%	3.0%
Sports	617	0.9%	2.6%
Nightlife	487	0.7%	2.0%
Arts and Culture: Venues	373	0.5%	1.5%
Arts and Culture: Theatre	138	0.2%	0.6%
Arts and Culture: Public Art and Visual Art	132	0.2%	0.5%
TOTAL	16,955	24%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as Play : 3,494

Percent of responses to question 3: 5%

PLAY RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Activities for Teens	462	0.7%	1.9%
Entertainment/Other Activities	426	0.7%	1.7%
Parks	396	0.6%	1.6%
Shopping and Retail	347	0.5%	1.4%
Attractions	280	0.4%	1.1%
Restaurants/Hotels	247	0.4%	1.0%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Arts and Culture: General/Other	233	0.4%	1.0%
Arts and Culture: Music and Concerts	232	0.4%	0.9%
Festivals and Events	208	0.3%	0.8%
Family/Children Activities	156	0.2%	0.6%
Nightlife	141	0.2%	0.6%
Sports	141	0.2%	0.6%
Outdoor Activities	94	0.1%	0.4%
Arts and Culture: Public Art and Visual Art	52	0.1%	0.2%
Arts and Culture: Venues	48	0.1%	0.2%
Arts and Culture: Theatre	31	0.0%	0.1%
TOTAL	3,494	5%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as Play: 1,292

Percent of responses to question 4: 3

PLAY RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Arts and Culture: General/Other	229	0.5%	1.0%
Attractions	212	0.4%	0.9%
Festivals and Events	173	0.4%	0.8%
Arts and Culture: Music and Concerts	118	0.2%	0.5%
Parks	98	0.2%	0.4%
Entertainment/Other Activities	74	0.2%	0.3%
Outdoor Activities	58	0.1%	0.3%
Activities for Teens	57	0.1%	0.3%
Sports	56	0.1%	0.2%
Arts and Culture: Public Art and Visual Art	51	0.1%	0.2%
Family/Children Activities	50	0.1%	0.2%
Restaurants/Hotels	44	0.1%	0.2%
Shopping and Retail	23	0.0%	0.1%
Arts and Culture: Venues	20	0.0%	0.1%
Arts and Culture: Theatre	16	0.0%	0.1%
Nightlife	13	0.0%	0.1%
TOTAL	1,292	3%	

WORK AND ECONOMY

Work and Economy received 16,897 responses across all four Stand questions. This equals 7% of the total number of individual responses to the Stand questionnaire.

QUESTION 1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

Total Number of responses coded as Work and Economy: 3,314

Percent of total responses to Question 1: 4%

WORK AND ECONOMY RESPONSES TO QUESTION 1 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cost of Living	740	0.8%	2.9%
Food Economy	706	0.8%	2.7%
Small/Family/Local Business	618	0.7%	2.4%
Jobs: General	382	0.4%	1.5%
Economy: General	221	0.2%	0.9%
Opportunities: General	211	0.2%	0.8%
Business Environment: General	163	0.2%	0.6%
Economic Development	118	0.1%	0.5%
Volkswagen	63	0.1%	0.2%
Air Travel	37	0.0%	0.1%
Young Professionals	32	0.0%	0.1%
Workplace	12	0.0%	0.0%
Jobs: Equal Opportunity	9	0.0%	0.0%
Jobs: Teens	1	0.0%	0.0%
Personal Finance	1	0.0%	0.0%
TOTAL	3,314	4%	

QUESTION 2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

Total Number of responses coded as Work and Economy : 5,317

Percent of total responses to Question 2: 8%

WORK AND ECONOMY RESPONSES TO QUESTION 2 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Jobs: General	2267	3.2%	9.4%
Economic Development	623	0.9%	2.6%
Food Economy	614	0.9%	2.5%
Small/Family/Local Business	452	0.6%	1.9%
Economy: General	316	0.4%	1.3%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cost of Living	269	0.4%	1.1%
Opportunities: General	219	0.3%	0.9%
Business Environment: General	199	0.3%	0.8%
Young Professionals	170	0.2%	0.7%
Volkswagen	71	0.1%	0.3%
Jobs: Equal Opportunity	51	0.1%	0.2%
Jobs: Training	49	0.1%	0.2%
Jobs: Teens	49	0.1%	0.2%
Personal Finance	17	0.0%	0.1%
Workplace	5	0.0%	0.0%
TOTAL	5,371	8%	

QUESTION 3. WHAT CHALLENGES MUST BE ADDRESSED?

Total number of responses coded as Work and Economy : 5,905

Percent of responses to question 3: 9%

WORK AND ECONOMY RESPONSES TO QUESTION 3 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Jobs: General	2576	3.9%	10.5%
Economy: General	743	1.1%	3.0%
Spending/Fiscal Responsibility	473	0.7%	1.9%
Economic Development	406	0.6%	1.7%
Cost of Living	274	0.4%	1.1%
Small/Family/Local Business	267	0.4%	1.1%
Young Professionals	222	0.3%	0.9%
Food Economy	202	0.3%	0.8%
Business Environment: General	196	0.3%	0.8%
Volkswagen	139	0.2%	0.6%
Opportunities: General	130	0.2%	0.5%
Jobs: Equal Opportunity	104	0.2%	0.4%
Personal Finance	66	0.1%	0.3%
Jobs: Training	64	0.1%	0.3%
Jobs: Teens	34	0.1%	0.1%
Workplace	9	0.0%	0.0%
TOTAL	5,905	9%	

QUESTION 4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

Total number of responses coded as Work and Economy : 2,307

Percent of responses to question 4: 5%

WORK AND ECONOMY RESPONSES TO QUESTION 4 BY CATEGORY:

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Small/Family/Local Business	1637	3.4%	7.3%
Jobs: General	209	0.4%	0.9%
Food Economy	172	0.4%	0.8%
Economy: General	74	0.2%	0.3%
Personal Finance	58	0.1%	0.3%
Business Environment: General	43	0.1%	0.2%
Young Professionals	42	0.1%	0.2%
Economic Development	28	0.1%	0.1%
Opportunities: General	19	0.0%	0.1%
Workplace	6	0.0%	0.0%
Jobs: Teens	5	0.0%	0.0%
Volkswagen	5	0.0%	0.0%
Jobs: Training	4	0.0%	0.0%
Cost of Living	3	0.0%	0.0%
Jobs: Equal Opportunity	2	0.0%	0.0%
TOTAL	2,307	5%	

APPENDIX C:
RESPONSES IN TOP
5 ZIP CODES

APPENDIX C: RESPONSES IN TOP FIVE ZIP CODES

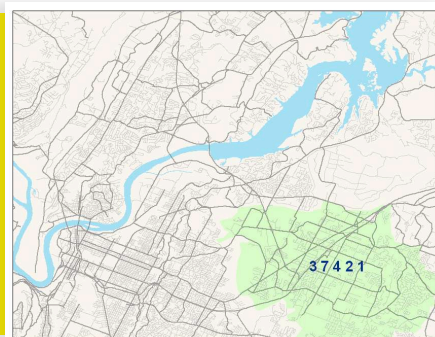
THE ZIP CODES WITH THE MOST STAND RESPONDENTS WERE AS FOLLOWS:

ZIP CODE	NUMBER OF RESPONDENTS
37421: East Brainerd	2,217
37343: Hixson	1,592
37405: North Chattanooga	1,525
37415: Red Bank	1,279
37404: Missionary Ridge, Highland Park	1,003

37421

Including: East Brainerd, Hamilton Place, Hickory Valley, Mountain Shadows
 Number of respondents: 2,217

PERCENT OF TOTAL STAND RESPONDENTS: 8.5%



SEX	% OF RESPONDENTS
Male	36.1%
Female	60.9%

AGE	% OF RESPONDENTS
Under 12	3%
12 - 17	13%
18 - 24	17%
25 - 34	19%
35 - 44	17%
45 - 54	16%
55 - 64	10%
65 and older	5%

RACE/ETHNICITY	% OF RESPONDENTS
Non-Hispanic White	69.5%
African American	16.8%
Hispanic or Latino	6.4%
Asian or Pacific Islander	3.3%
American Indian or Alaskan Native	0.4%
Multi-Race or other	3.6%

EDUCATION	% OF RESPONDENTS
Less than High School	15.5%
High School	30.5%
College	37.8%
Post-Graduate degree	16.2%

Q1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	1086	14.5%	49.6%
Downtown	666	8.9%	30.4%
People: General	408	5.4%	18.6%
Atmosphere	361	4.8%	16.5%
Attractions	325	4.3%	14.8%
Parks	320	4.3%	14.6%
Entertainment/Other Activities	313	4.2%	14.3%
Location	284	3.8%	13.0%
Weather/Climate	273	3.6%	12.5%
Size	258	3.4%	11.8%
Outdoor Activities	253	3.4%	11.6%

Q2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	311	5.0%	15.2%
Cleanliness/Pollution/ Noise	288	4.7%	14.1%
Neighborhood	272	4.4%	13.3%
Public Education: General	256	4.1%	12.5%
Jobs: General	235	3.8%	11.5%
Parks	203	3.3%	9.9%
Roads/Highways	198	3.2%	9.7%
Entertainment/Other Activities	192	3.1%	9.4%
Attractions	188	3.0%	9.2%
Atmosphere	168	2.7%	8.2%
Crime: General	159	2.6%	7.8%

Q3. WHAT CHALLENGES MUST BE ADDRESSED?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	451	8.0%	21.5%
Roads/Highways	398	7.0%	18.9%
Cleanliness/Pollution/ Noise	390	6.9%	18.6%
Crime: General	304	5.4%	14.5%
Jobs: General	255	4.5%	12.1%
Crime: Gangs	213	3.8%	10.1%
Downtown	187	3.3%	8.9%
Homelessness and Panhandling	171	3.0%	8.1%
Other	137	2.4%	6.5%
Neighborhood	126	2.2%	6.0%

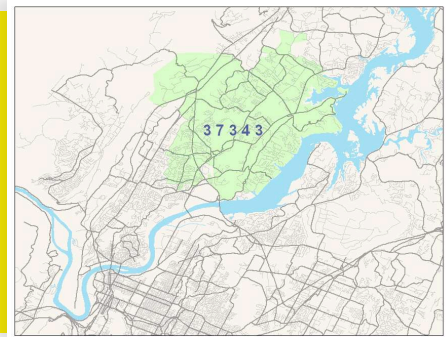
Q4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering/Community Service	667	16.6%	35.5%
Community Connectedness/ Involvement	499	12.4%	26.5%
Communication	389	9.7%	20.7%
Civic Engagement/Voting	336	8.3%	17.9%
Cleanliness/Pollution/ Noise	330	8.2%	17.6%
Public Services: Recycling	238	5.9%	12.7%
Philanthropy	132	3.3%	7.0%
Small/Family/Local Business	115	2.9%	6.1%
Actions Chattanooga Should Take	105	2.6%	5.6%
Conservation/Carbon Footprint	103	2.6%	5.5%

37343

Including: Hixson, Middle Valley, Big Ridge
 Number of respondents: 1,592

PERCENT OF TOTAL STAND RESPONDENTS: 6%



SEX	% OF RESPONDENTS
Male	39.4%
Female	60.6%

AGE	% OF RESPONDENTS
Under 12	1.5%
12 - 17	13.9%
18 - 24	17.2%
25 - 34	15.4%
35 - 44	13.6%
45 - 54	19.4%
55 - 64	14.7%
65 and older	4.3%

RACE/ETHNICITY	% OF RESPONDENTS
Non-Hispanic White	85.0%
African American	6.4%
Hispanic or Latino	2.2%
Asian or Pacific Islander	2.1%
American Indian or Alaskan Native	1.1%
Multi-Race or other	3.2%

EDUCATION	% OF RESPONDENTS
Less than High School	16.1%
High School	27.6%
College	41.5%
Post-Graduate degree	14.8%

Q1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	888	15.5%	56.3%
Downtown	508	8.9%	32.2%
Parks	302	5.3%	19.1%
People: General	272	4.7%	17.2%
Outdoor Activities	258	4.5%	16.3%
Atmosphere	252	4.4%	16.0%
Attractions	247	4.3%	15.7%
Entertainment/Other Activities	239	4.2%	15.1%
Weather/Climate	213	3.7%	13.5%
Size	184	3.2%	11.7%

Q2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Cleanliness/Pollution/Noise	311	6.7%	20.8%
Downtown	249	5.3%	16.7%
Neighborhood	237	5.1%	15.9%
Public Education: General	220	4.7%	14.7%
Jobs: General	189	4.1%	12.7%
Crime: General	122	2.6%	8.2%
Entertainment/Other Activities	122	2.6%	8.2%
Atmosphere	121	2.6%	8.1%
Roads/Highways	120	2.6%	8.0%
Scenic Beauty	115	2.5%	7.7%

Q3. WHAT CHALLENGES MUST BE ADDRESSED?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	354	8.3%	23.6%
Cleanliness/Pollution/Noise	315	7.4%	21.0%
Crime: General	214	5.0%	14.3%
Roads/Highways	194	4.6%	12.9%
Jobs: General	183	4.3%	12.2%
Crime: Gangs	173	4.1%	11.5%
Homelessness and Panhandling	154	3.6%	10.3%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	137	3.2%	9.1%
Parking	95	2.2%	6.3%
Public Services: Police/ Public Safety	93	2.2%	6.2%

Q4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

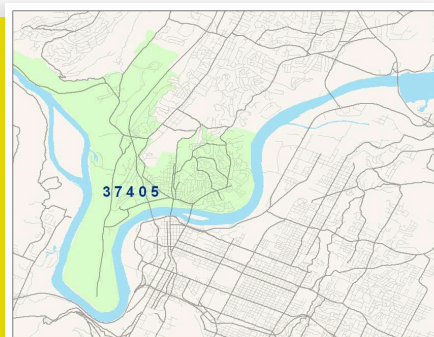
CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering/Community Service	507	16.3%	36.3%
Community Connectedness/ Involvement	372	12.0%	26.6%
Communication	320	10.3%	22.9%
Cleanliness/Pollution/ Noise	264	8.5%	18.9%
Civic Engagement/Voting	247	7.9%	17.7%
Public Services: Recycling	202	6.5%	14.5%
Small/Family/Local Business	107	3.4%	7.7%
Philanthropy	106	3.4%	7.6%
Conservation/Carbon Footprint	82	2.6%	5.9%
Q4 Actions Chattanooga Should Take	75	2.4%	5.4%

37405

Including: North Chattanooga, Hill City, Riverview

Number of respondents: 1,525

PERCENT OF TOTAL STAND RESPONDENTS: 5.8%



SEX	% OF RESPONDENTS
Male	39.5%
Female	60.5%

AGE	% OF RESPONDENTS
Under 12	1.3%
12 - 17	15.6%
18 - 24	22.1%
25 - 34	23.8%
35 - 44	12.2%
45 - 54	11.0%
55 - 64	10.7%
65 and older	3.3%

RACE/ETHNICITY	% OF RESPONDENTS
Non-Hispanic White	84.8%
African American	5.2%
Hispanic or Latino	1.3%
Asian or Pacific Islander	3.9%
American Indian or Alaskan Native	0.7%
Multi-Race or other	4.1%

EDUCATION	% OF RESPONDENTS
Less than High School	17.5%
High School	23.9%
College	35.4%
Post-Graduate degree	23.2%

Q1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	921	14.9%	60.9%
Downtown	586	9.5%	38.7%
Outdoor Activities	334	5.4%	22.1%
Parks	278	4.5%	18.4%
Atmosphere	273	4.4%	18.0%
People: General	264	4.3%	17.4%
Arts and Culture: General/ Other	199	3.2%	13.2%
Size	197	3.2%	13.0%
Entertainment/Other Activities	188	3.0%	12.4%
Location	175	2.8%	11.6%

Q2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	308	5.9%	21.4%
Neighborhood	243	4.7%	16.9%
Public Education: General	231	4.5%	16.1%
Cleanliness/Pollution/ Noise	194	3.7%	13.5%
Public Transportation	166	3.2%	11.5%
Parks	159	3.1%	11.1%
Scenic Beauty	146	2.8%	10.2%
Biking Issues	138	2.7%	9.6%
Green Issues/Sustainability	131	2.5%	9.1%
Restaurants/Hotels	126	2.4%	8.8%

Q3. WHAT CHALLENGES MUST BE ADDRESSED?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	349	7.6%	24.1%
Cleanliness/Pollution/ Noise	268	5.8%	18.5%
Homelessness and Panhandling	250	5.4%	17.2%
Downtown	190	4.1%	13.1%
Roads/Highways	158	3.4%	10.9%
Crime: General	156	3.4%	10.8%
Parking	125	2.7%	8.6%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Jobs: General	124	2.7%	8.6%
Sprawl/Growth/ Development	123	2.7%	8.5%
Neighborhood	119	2.6%	8.2%

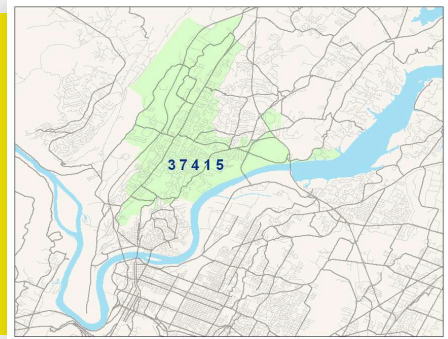
Q4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering/Community Service	517	15.4%	37.9%
Community Connectedness/ Involvement	397	11.8%	29.1%
Communication	352	10.5%	25.8%
Civic Engagement/Voting	258	7.7%	18.9%
Cleanliness/Pollution/ Noise	203	6.0%	14.9%
Public Services: Recycling	200	5.9%	14.7%
Small/Family/Local Business	192	5.7%	14.1%
Philanthropy	116	3.4%	8.5%
Neighborhood	93	2.8%	6.8%
Conservation/Carbon Footprint	71	2.1%	5.2%

37415

Including: Red Bank, Stuart Heights, Rivermont, Hixson
 Number of respondents: 1,279

PERCENT OF TOTAL STAND RESPONDENTS: 4.9%



SEX	% OF RESPONDENTS
Male	38.6%
Female	61.4%

AGE	% OF RESPONDENTS
Under 12	2.2%
12 - 17	10.2%
18 - 24	21.7%
25 - 34	21.4%
35 - 44	14.8%
45 - 54	15.1%
55 - 64	11.0%
65 and older	3.5%

RACE/ETHNICITY	% OF RESPONDENTS
Non-Hispanic White	84.4%
African American	6.2%
Hispanic or Latino	3.6%
Asian or Pacific Islander	1.2%
American Indian or Alaskan Native	1.0%
Multi-Race or other	3.7%

EDUCATION	% OF RESPONDENTS
Less than High School	13.2%
High School	30.6%
College	38.2%
Post-graduate degree	18.0%

Q1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	785	16.0%	61.7%
Downtown	445	9.1%	35.0%
People: General	261	5.3%	20.5%
Outdoor Activities	256	5.2%	20.1%
Parks	232	4.7%	18.2%
Entertainment/Other Activities	216	4.4%	17.0%
Atmosphere	206	4.2%	16.2%
Size	172	3.5%	13.5%
Attractions	163	3.3%	12.8%
Location	157	3.2%	12.3%

Q2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Downtown	238	6.1%	20.2%
Cleanliness/Pollution/Noise	174	4.5%	14.8%
Public Education: General	163	4.2%	13.8%
Neighborhood	142	3.6%	12.0%
Scenic Beauty	128	3.3%	10.9%
Jobs: General	121	3.1%	10.3%
Public Transportation	111	2.8%	9.4%
Entertainment/Other Activities	108	2.8%	9.2%
Parks	99	2.5%	8.4%
Atmosphere	99	2.5%	8.4%

Q3. WHAT CHALLENGES MUST BE ADDRESSED?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Public Education: General	268	7.5%	22.1%
Cleanliness/Pollution/Noise	223	6.3%	18.4%
Homelessness and Panhandling	167	4.7%	13.8%
Crime: General	166	4.7%	13.7%
Roads/Highways	160	4.5%	13.2%
Downtown	143	4.0%	11.8%
Jobs: General	139	3.9%	11.5%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Crime: Gangs	112	3.1%	9.3%
Parking	108	3.0%	8.9%
Public Transportation	94	2.6%	7.8%

Q4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

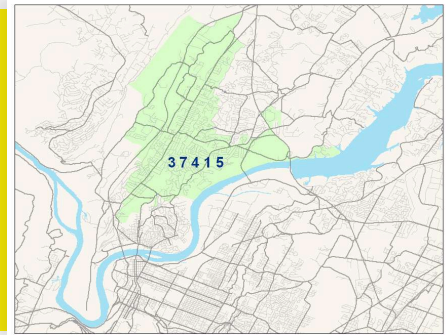
CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering/Community Service	368	14.3%	33.1%
Community Connectedness/ Involvement	302	11.7%	27.1%
Communication	250	9.7%	22.5%
Civic Engagement/Voting	219	8.5%	19.7%
Cleanliness/Pollution/ Noise	194	7.5%	17.4%
Public Services: Recycling	173	6.7%	15.5%
Small/Family/Local Business	107	4.2%	9.6%
Conservation/Carbon Footprint	80	3.1%	7.2%
Philanthropy	67	2.6%	6.0%
Citizenship	65	2.5%	5.8%

37404

Including: Highland Park, Missionary Ridge, Orchard Knob, Glenwood, Ridgedale

Number of respondents: 1,003

PERCENT OF TOTAL STAND RESPONDENTS: 3.8%



SEX	% OF RESPONDENTS
Male	41.9%
Female	58.1%

AGE	% OF RESPONDENTS
Under 12	4.3%
12 - 17	11.3%
18 - 24	17.4%
25 - 34	21.8%
35 - 44	14.6%
45 - 54	14.4%
55 - 64	10.1%
65 and order	6.1%

RACE/ETHNICITY	% OF RESPONDENTS
Non-Hispanic White	47.7%
African American	30.2%
Hispanic or Latino	18.5%
Asian or Pacific Islander	0%
American Indian or Alaskan Native	0.1%
Multi-Race or other	3.5%

EDUCATION	% OF RESPONDENTS
Less than High School	27.1%
High School	30.4%
College	26.0%
Post-Graduate degree	16.5%

Q1. WHAT DO YOU LIKE BEST ABOUT THE CHATTANOOGA REGION?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Scenic Beauty	439	13.3%	44.8%
Downtown	235	7.1%	24.0%
Parks	173	5.3%	17.6%
People: General	167	5.1%	17.0%
Atmosphere	153	4.6%	15.6%
Attractions	128	3.9%	13.0%
Outdoor Activities	116	3.5%	11.8%
Entertainment/Other Activities	103	3.1%	10.5%
Size	99	3.0%	10.1%
Weather/Climate	97	2.9%	9.9%

Q2. IMAGINE THE BEST POSSIBLE CHATTANOOGA REGION. DESCRIBE IT.

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Neighborhood	145	5.2%	16.0%
Downtown	139	5.0%	15.3%
Cleanliness/Pollution/Noise	122	4.4%	13.5%
Jobs: General	111	4.0%	12.2%
Public Education: General	106	3.8%	11.7%
Parks	81	2.9%	8.9%
Crime: General	80	2.9%	8.8%
Other	75	2.7%	8.3%
Attractions	71	2.6%	7.8%
Safety/Security	70	2.5%	7.7%

Q3. WHAT CHALLENGES MUST BE ADDRESSED?

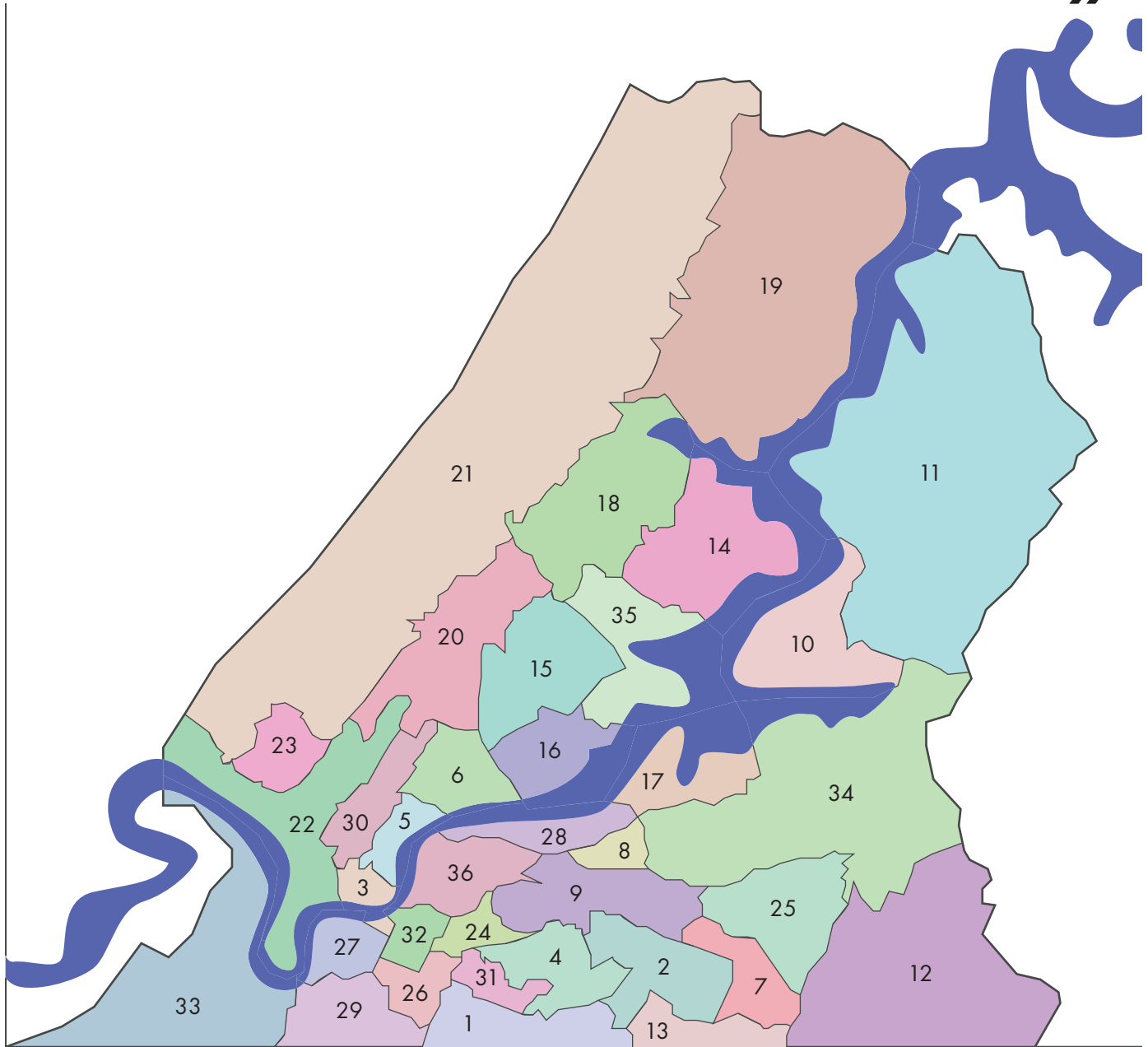
CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Crime: General	204	7.5%	21.4%
Public Education: General	174	6.4%	18.2%
Jobs: General	134	4.9%	14.0%
Cleanliness/Pollution/Noise	129	4.7%	13.5%
Public Services: Police/Public Safety	107	3.9%	11.2%
Homelessness and Panhandling	96	3.5%	10.1%
Other	89	3.3%	9.3%

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Neighborhood	86	3.2%	9.0%
Racial/Ethnic Issues	83	3.0%	8.7%
Crime: Gangs	81	3.0%	8.5%

Q4. WHAT ACTIONS, BIG OR SMALL, CAN YOU TAKE TO HELP?

CATEGORY	RESPONSES	% OF RESPONSES	% OF RESPONDENTS
Volunteering	337	16.5%	38.0%
Community Connectedness/ Involvement	294	14.4%	33.2%
Cleanliness/Pollution/ Noise	167	8.2%	18.8%
Communication	160	7.9%	18.1%
Neighborhood	137	6.7%	15.5%
Civic Engagement/Voting	112	5.5%	12.6%
Citizenship	77	3.8%	8.7%
Public Services: Recycling	75	3.7%	8.5%
Actions Chattanooga Should Take	62	3.0%	7.0%
Small/Family/Local Business	59	2.9%	6.7%

APPENDIX D:
HAMILTON COUNTY
SUBREGIONS



- | | |
|--|---|
| 1. East Ridge | 19. Bakewell |
| 2. Hickory Valley/Hamilton Place | 20. Fallingwater/Browntown |
| 3. North Chattanooga/Hill City/UTC | 21. Walden/Mowbray/Flat Top Mtn |
| 4. Woodmore/Dalewood | 22. Mtn Creek/Moccasin Bend |
| 5. Riverview/Stuart Heights | 23. Signal Mtn (Town Area) |
| 6. Lupton City/Norcross | 24. Glenwood/Eastdale |
| 7. Westview | 25. Collegedale |
| 8. Bonny Oaks/Hwy 58 | 26. Ridgedale/Oak Grove/Clifton Hills |
| 9. Tyner/Greenwood | 27. Downtown |
| 10. Harrison Bay | 28. Dupont/Murray Hills |
| 11. Birchwood | 29. South Chattanooga |
| 12. Apison | 30. Red Bank |
| 13. East Brainerd | 31. Brainerd |
| 14. Dallas Bay/Lakesite | 32. Bushtown/Highland Park |
| 15. Hixson | 33. Lookout Valley/Lookout Mtn |
| 16. Northgate/Big Ridge | 34. Ooltewah/Summit Hill |
| 17. Harrison | 35. Middle Valley |
| 18. Soddy Daisy | 36. Amnicola/East Chattanooga |