



July 2014



Resident Survey 2014

Takoma Park, MD

Agenda

- Background/Methodology
- Big Picture Results
- Items of Note
- Management Takeaways



Background/Methodology

- Third implementation of Takoma Park Resident Survey (2007, 2009, 2014)
- 3,000 random households - 37% response rate (increase from 2009 – 34%)
 - 1,071 surveys completed (out of 6,862 households)
 - 500 surveys to each ward:
 - Ward 1 - 192 (40%)
 - Ward 2 - 186 (38%)
 - Ward 3 - 224 (46%) - Ward 3 Rocks!
 - Ward 4 - 160 (35%)
 - Ward 5 - 167 (36%)
 - Ward 6 - 142 (29%)



Survey Topics

- ✓ Quality of Life
- ✓ Police Services
- ✓ City Services
- ✓ Customer Service
- ✓ Communications Outreach
- ✓ Washington Adventist Hospital
- ✓ Commercial Opportunities
- ✓ General Comments



Who Responded?

Languages Spoken in Home

English	94%
Spanish	8%
French	8%
Amharic	7%
German	6%
Other	4%
Tigrigna	4%
Russian	2%
Portugese	1%
Haitian Creole	1%
Chinese	1%

Counting Yourself, How Many People Live in Your Household

One to Two	58%
Three	19%
Four	16%
Five or More	6%

Are You or Any Household Members Aged 65 of Older

Yes	20%
No	80%

Type of Housing Unit

Rent	48%
Own	52%

Do any Children 12 Under Live in Household

No	71%
Yes	29%

What is Your Ethnicity

White/Caucasian	64%
Black or African American	29%
Hispanic	10%
Asian or Pacific Islander	6%
Other	5%
American Indian	2%



What Did They Say?

QUALITY OF LIFE



**= 93%
Excellent
or Good**

PUBLIC SAFETY

**Crime “moderate” problem
38% in 2014 vs 55% in 2009**

82% Responding quickly
to service calls
“excellent/good”

**Takoma Park residents
reported : Safer in 2014
than 2009 in neighborhood
after dark**



CITY SERVICES & GOVT



**For 20 city services vs
national benchmarks :**

**19 Higher
2 Similar
1 Lower**



- City govt run for benefit of people
- City govt welcomes resident involvement
- I feel included as a part of Takoma Park community

**75%
Strongly
Agreed or
Agree**

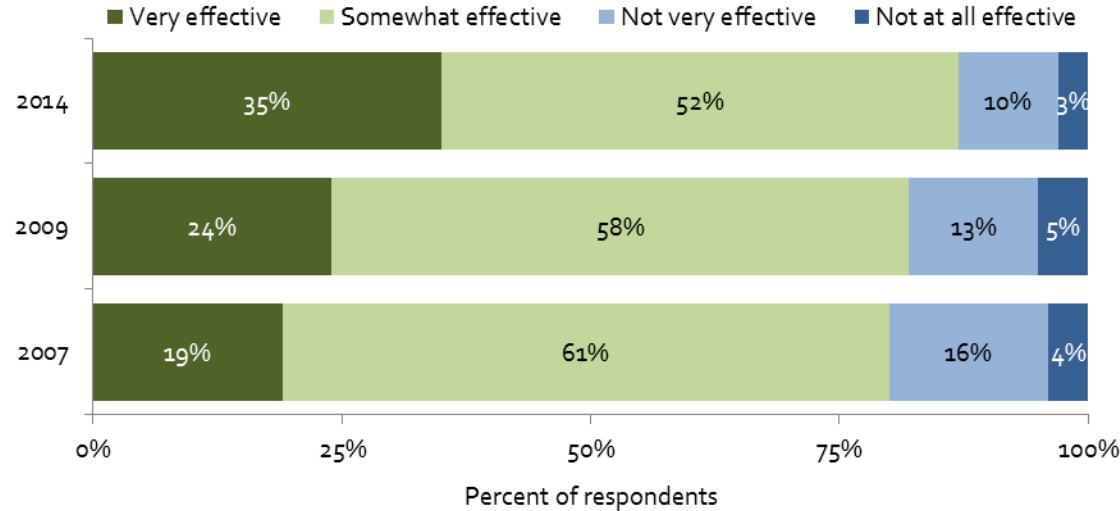


2014 Resident Survey

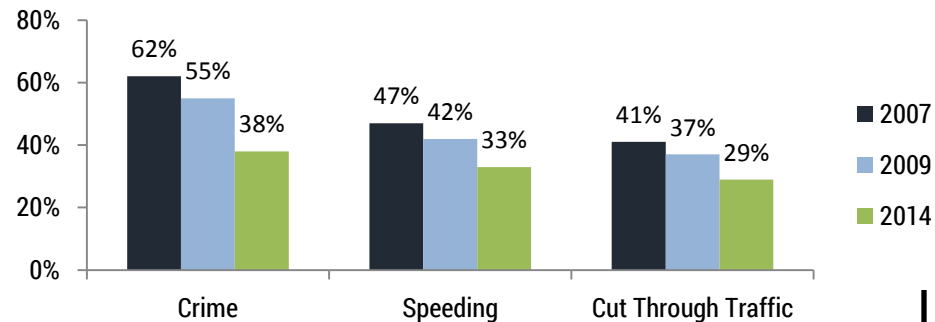
Police Services

Residents generally feel safer, but cite safety as a concern

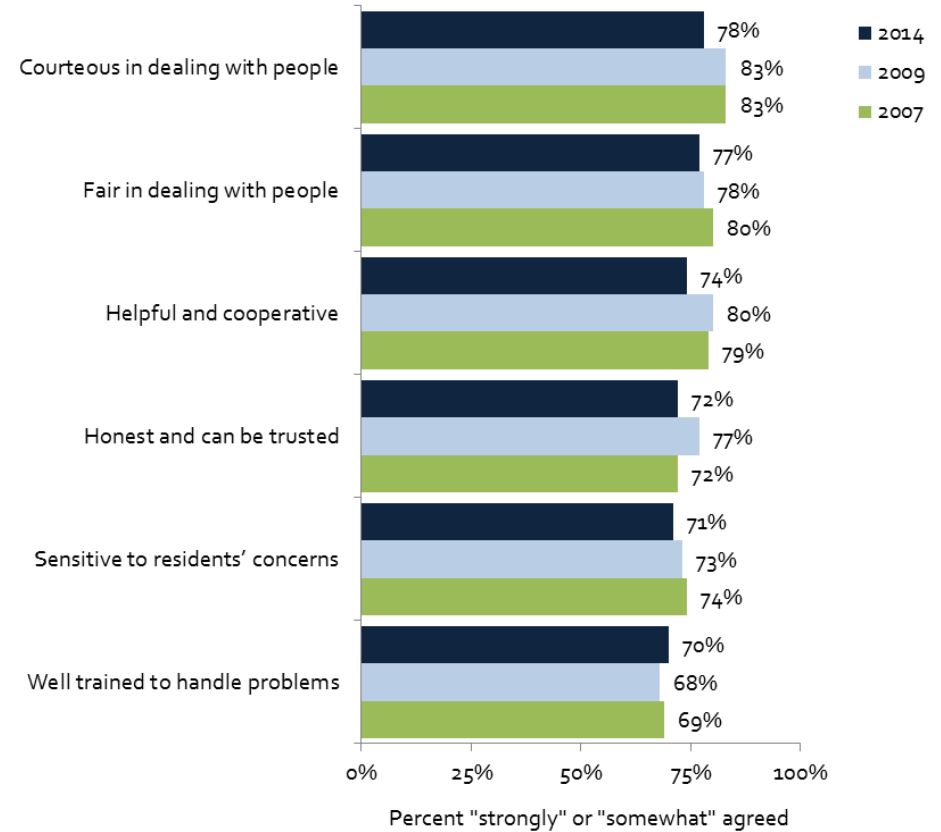
How effective do you believe the Takoma Park Police Department has been in reducing crime in the city?



Please rate how much of a problem each of the following is in your neighborhood.



Please rate the extent to which you agree or disagree with each of the following statements about your contact with the Takoma Park police. Takoma Park police are . . .



Police Services

Perception of police fairness and courtesy differs by age and race/ethnicity:

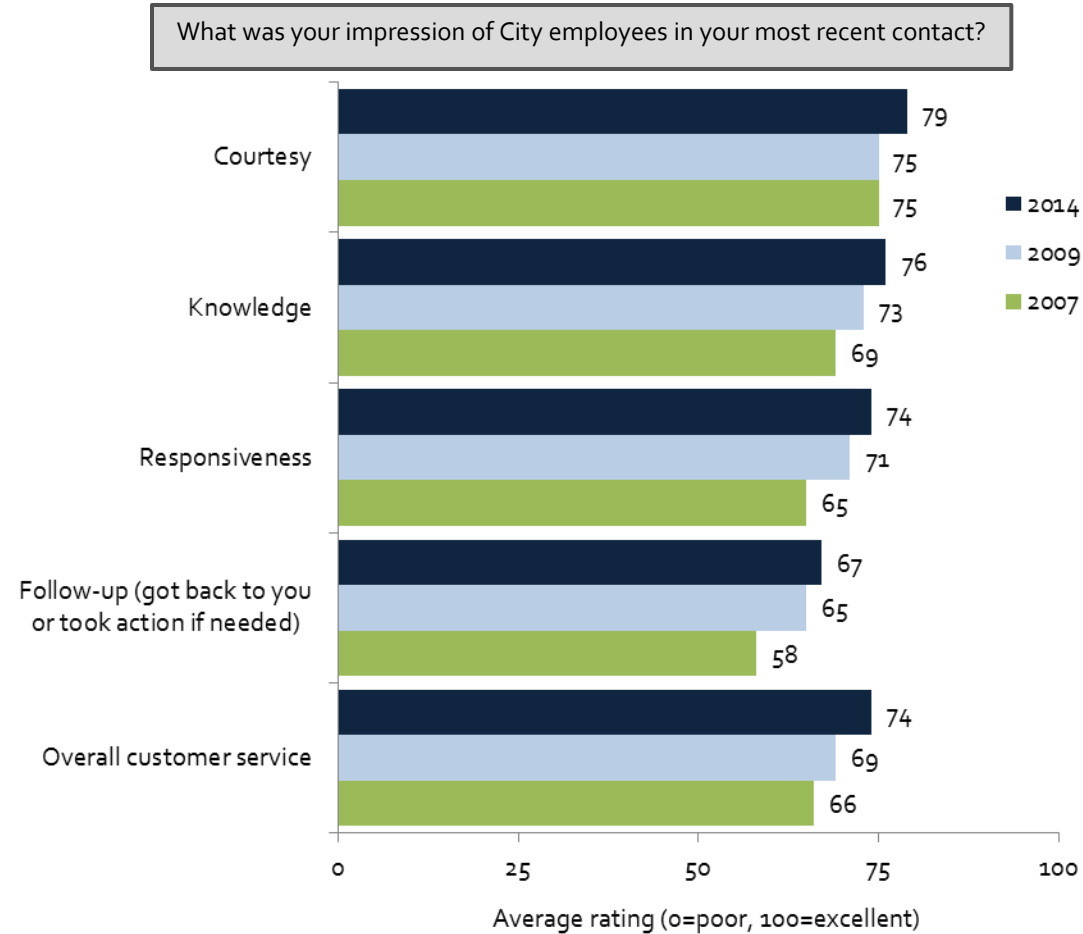
Police Characteristics Ratings by Respondent Age, Gender and Race/Ethnicity

Please rate the extent to which you agree or disagree with each of the following statements about your contact with the Takoma Park police. Takoma Park police are... (Average rating where strongly agree=100 and strongly disagree=0)	Respondent's Age			Respondent's Gender		Respondent's Race/Ethnicity			Overall
	18 to 34 years	35 to 54 years	55+ years	Female	Male	White, not Hispanic	Black or African American, not Hispanic	Other	
Fair in dealing with people	80	71	76	75	76	73	81	77	75
Courteous in dealing with people	75	74	78	74	77	74	80	76	75
Helpful and cooperative	77	72	76	73	76	72	80	77	74
Sensitive to residents' concerns	75	69	70	70	73	69	81	70	71
Honest and can be trusted	77	73	75	75	75	73	80	77	75
Well trained to handle problems	77	68	72	71	73	69	75	75	72



Customer Service

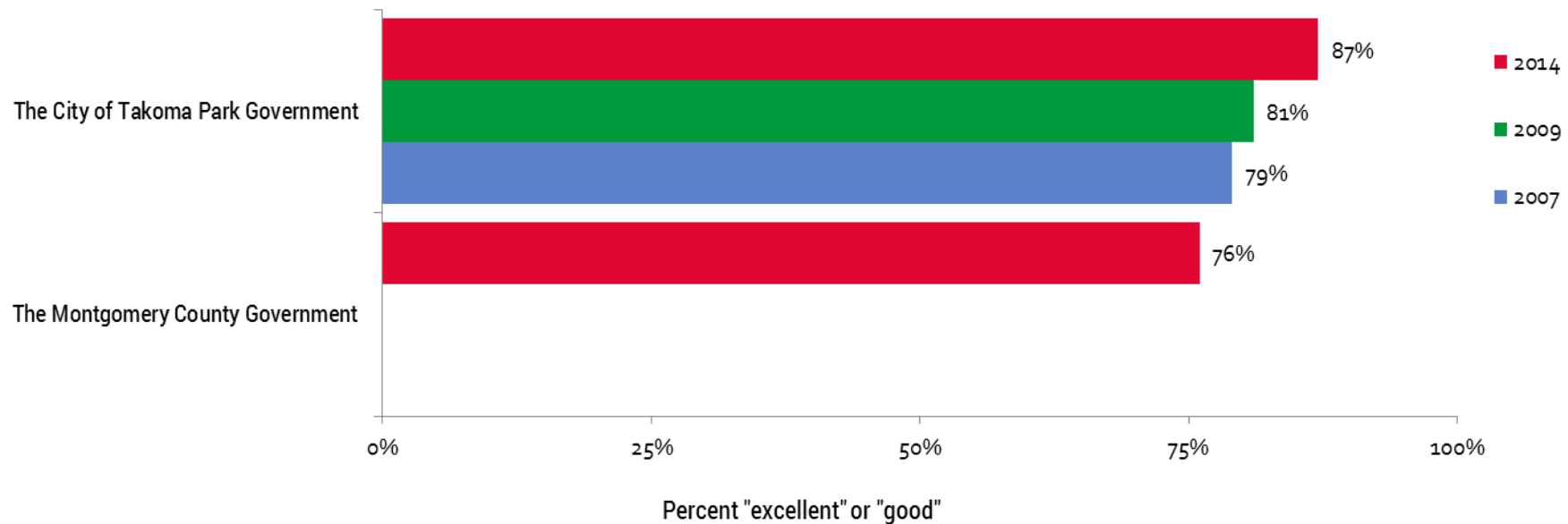
Resident assessment of City employee customer service was favorable and trending higher over time



Satisfaction with City Services

Figure 9: Ratings of Overall Quality of Services Compared Over Time

Overall, how would you rate the quality of the services provided by each of the following?



City Services vs. Benchmarks

Much Higher/ Higher

- Trash collection
- Weekly yard waste collection
- Recycling services
- Arts & cultural events
- Recreation programs for youth
- Accessibility of parks
- Appearance of City buildings
- Athletic fields and playgrounds
- Appearance of parks
- Recreation facilities
- Enforcement of traffic laws
- Snow and ice removal
- Street sweeping
- Stormwater management
- Planning (streetscapes, neighborhood projects)

Similar

- Takoma Park Library collections
- Safety of parks

Lower/ Much Lower

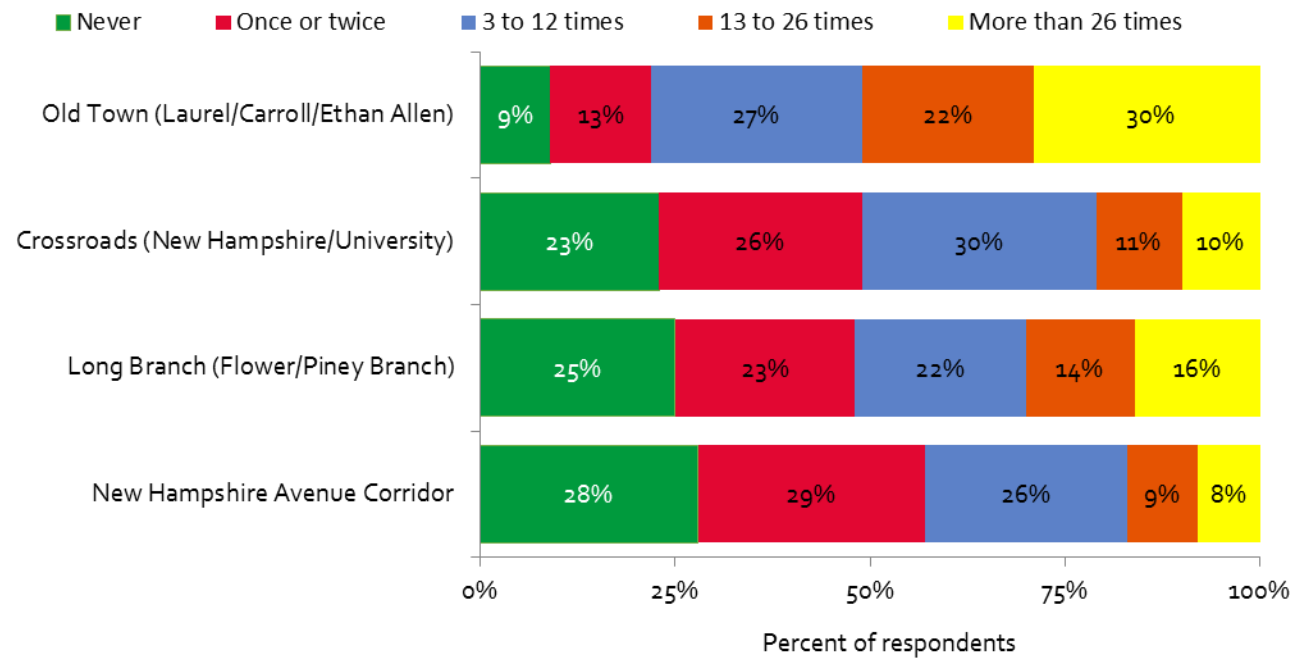
- City's website



Commercial Opportunities

Figure 33: Frequency of Shopping in Takoma Park

In the last 12 months, about how many times have you or other household members shopped in the following commercial areas in Takoma Park?



Commercial Opportunities

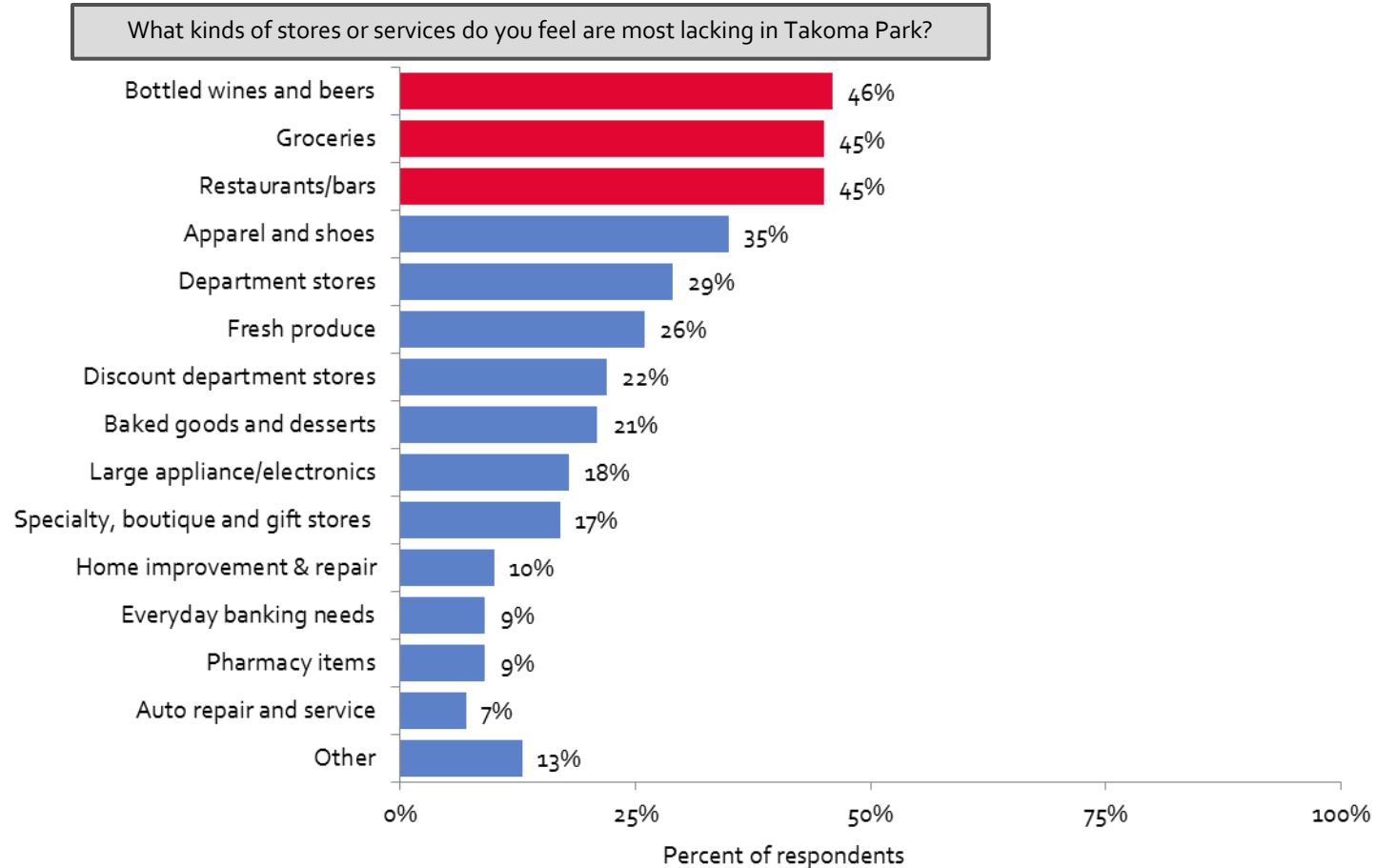
OBSTACLES

- Unattractiveness of store or surrounding area (except in Old Town)
- Limited selection of desired goods/services (except in the Crossroads)



Commercial Opportunities

Figure 35: Services Most Lacking in Takoma Park



Total may exceed 100% as respondents could select more than one answer.



Communications

How do residents learn about City government activities?

- Takoma Park Newsletter – 91%!
- Special mailings – 82%
- Recreation Guide – 76%
- Word of mouth – 74%
- Website 64%

Persons who watch City TV likely to:

- Be older, 65 and up
- Be Black/African American
- Earn less than \$50,000
- Have been a resident 20 or more years
- Live in Ward 4 or 6

Social Media is followed by a relatively small number of people (but followed by businesses and media)

City Facebook Page popular with residents



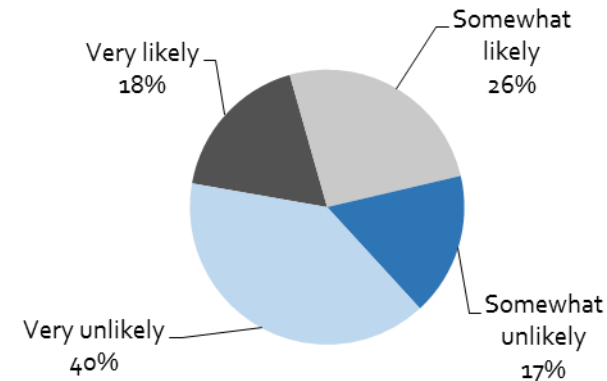
Washington Adventist Hospital

42% of responding households consider WAH to be their primary hospital

- Of these, only 15% expect to consider WAH as their primary hospital if it moves**

Overall, 57% felt that the health of their household would NOT be harmed if the hospital moves; but 60% believed there would be some economic harm from transportation costs if the hospital moves

Likelihood of Harm to Health of Household if Washington Adventist Hospital Moves to White Oak Area



Demographic Items of Note

- Households with member 65 or older? Ward 1 – 31%, Ward 2 – 25%
- 52% of households have member with a graduate degree
- Another 24% have bachelor's degree
- Languages other than English representing 10% or more of Ward population:
 - Amharic: Ward 4 – 17%, Ward 5 – 15%
 - French: Ward 4 10%, Ward 6 – 12%
 - German: Ward 2 – 11%
 - Spanish: Ward 2 – 12% (But, largest Latino population in Ward 4 – 17%)
 - Tigrigna: Ward 5 – 14%



Management Takeaways

- Website – FY15 budget includes money to support upgrades
 - RFP issued
 - Search function
 - Responsiveness (mobile viewing)
 - Resident services (permits, online payments)
- Public Safety– Residents would like to see additional patrols, will focus on quality of the contact with residents
- Residents want more food and beverage options in City
- High level of resident satisfaction; ratings have continuously improved over past three surveys and are consistently higher than national benchmarks

