

Takoma Park 2018 Community Survey

Presentation of Results March 2019

Prepared by:



Survey Methods

- 3,000 randomly selected households (500 from each Ward)
- 4 contacts with each household
- Survey sent in English and Spanish, with explanations in Amharic and French
- 826 completed surveys
- 29% response rate
- Margin of error ±3%
- Results weighted



Estimado Residente de Takoma Parl. La Ciudad de T.,

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The City of Takoma Park

Office of the City Council

Telephone: (301) 891-7100 Fax: (301) 270-8794



7500 Maple Avenue Takoma Park, MD 2091

November 2018

Dear Takoma Park Resident,

The Gity of Takoma Park wants to know what you are thinking about this community and its future. Your household is one of the 3,900 we chose randomly from all of the households in Takoma Park to complete this survey. Your participation is very important to the success of this project.

Answers to the questions on the following pages will help Gity Council members, the Gity Marager, and all of us at the City to more effectively serve you. We know the survey is long and detailed, but you should find the questions interesting. We will certainly find your answers useful. It is extremely important for us to know what you think about issues affecting the quality of life in our community and how the City spends taxpayer dollars.

To get representative opinions of Takoma Park residents, we have devised a simple way for you to choose the adult age 18 or older; in your household who should fill out this survey. Please have the adult age 18 or older who most recently had a hirthday complete this survey. Year of birth plays no role in the selection. Your responses will be completely anonymous Results will be reported in group form only.

Please have the appropriate member of the household spend the few minutes necessary to answer all the questions and return the survey in the enclosed **postage-paid** envelope. Please do so within two weeks of when you receive this in the mail.

You may complete the survey online if you would prefer, at:

www.bit.ly/XX

We'd like to stress again that your participation in this survey project is very important as relatively few households are being asked to participate. It is also important to follow the instructions, though they may seem odd, for selecting the adult in your household who should fill out the questionnaire. If you have any questions about this survey, please feel free to connact Jason Damweher in the City Manager's Office at (301), 301-7202.

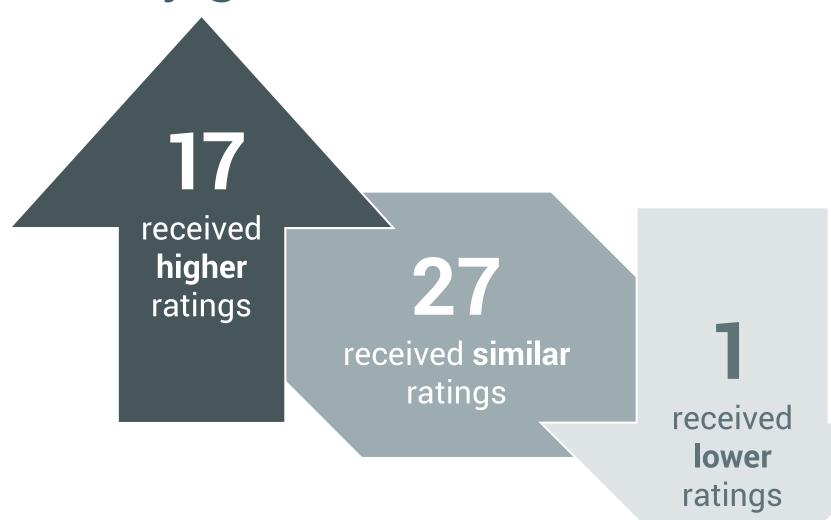
Sincerely,

The Takoma Park City Council

ሃታሥቱ ፓርክ ከተማ ለአርስያ የሚያቀርባቸውን ካልጋሎቶች በሚውስከት እና ዩንሮ የራትን በሚውስከት ምን እንደሚያስከ አንዴንተሩን ዋሩ አንጣሚ እየፈጠረልዎች ነው፤ በዚህ ዋናት ውስጥ አንዲያላት በአንጣሚ የአርስያ ነቱ ተውርርሲያ ተቃያዙ ያለውን ዋያቄ በአንግሲዘና መያም በበንጊዜና መውስስ ከልቃሴ፣ ያዘንን ዋናት ሲሞስ እንዲረዳዎ እንግሊዘኛ መያም ስንጊዜና የሚያር ነጻሮ መያም የቤተብህ አባል ጽፌልዮ፤ ከተነማ ፓርክ ጋር የሆኑትን አቶ ክርስ አስምስንድን በ 301 891 720 ዓመ ከመጀመል ሊያንግረም ያቀለት አባልውም የዓላትን በመስ እንዲሞት ሲደታዎች ያቀለት የሚጠርን ምስኞች በመሳ የማን እንደሆኑ የሆነለው ያቀያሉን እና የምንፌልነው ነገር ቢኖር የአርስዎን ብላዝ ነው፤ አላክዎትን ታያያዛ እና ቁምብር ተብላቴበት በሚገኘው ፓርት ውስጥ ጨምረው መውስልትን?

La ville de l'Akoma Park vous donne l'importante ponibilité de nous dire ce que vous pensez des services de la ville et de partager votre perception de la qualifé de vici à l'Islama Park. Votre foyre a rêt chois au hasard pour partièper à certe caquiré. Si vous ne pouvez pas complères le questionnier inclus en anglain on ce raganol. veille demondre à un ami ou membre de votre famille qui parle anglair ou epapanol de vous sider à y répondre. Vous pouvez également appeler le 301-1706 et aputer à Nic Foutien de la ville de l'aloude l'anni Park, et al pours avous adre à complère l'equipte que des l'aloudes l'anniers de vous personnes sont complètement confidentielles. Nous avous besoin de votre opinion l'Venillez nous renvoyer l'enquête dans l'enveloppe pet énimbrée ci pointe. Merci.

Mostly good news!



than the benchmark comparisons

Takoma Park residents appreciate their community, but are concerned about the cost of housing

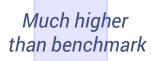
Quality of Life

describe the quality of life in Takoma Park as

excellent

or

good



Reasons Living in Takoma Park

Close to Washington, D.C.

74%

Access to public transportation

62%

Progressive community



Diversity of people



Attractive community



Safe community

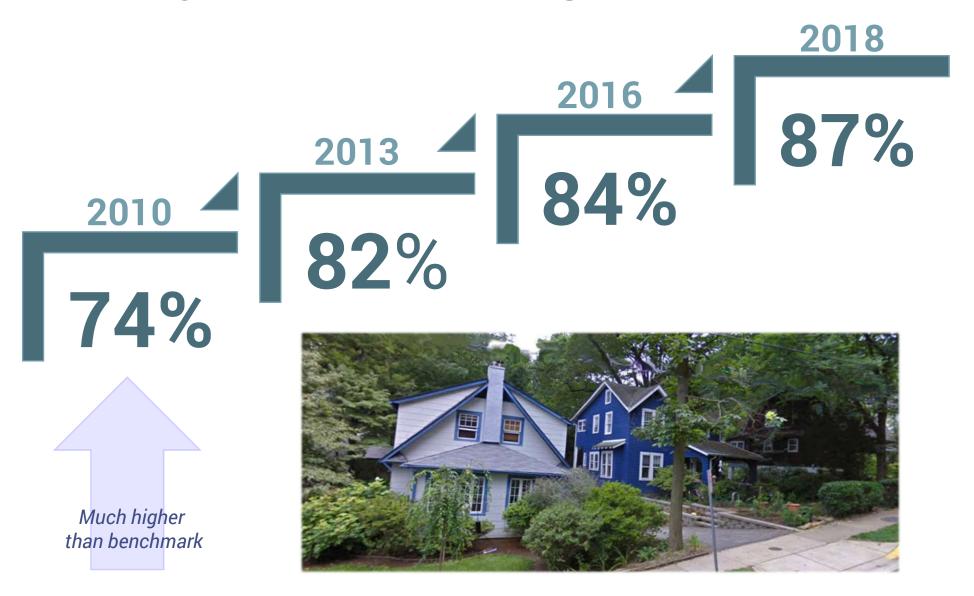








Quality of Life in Neighborhood



Neighborhood Problems







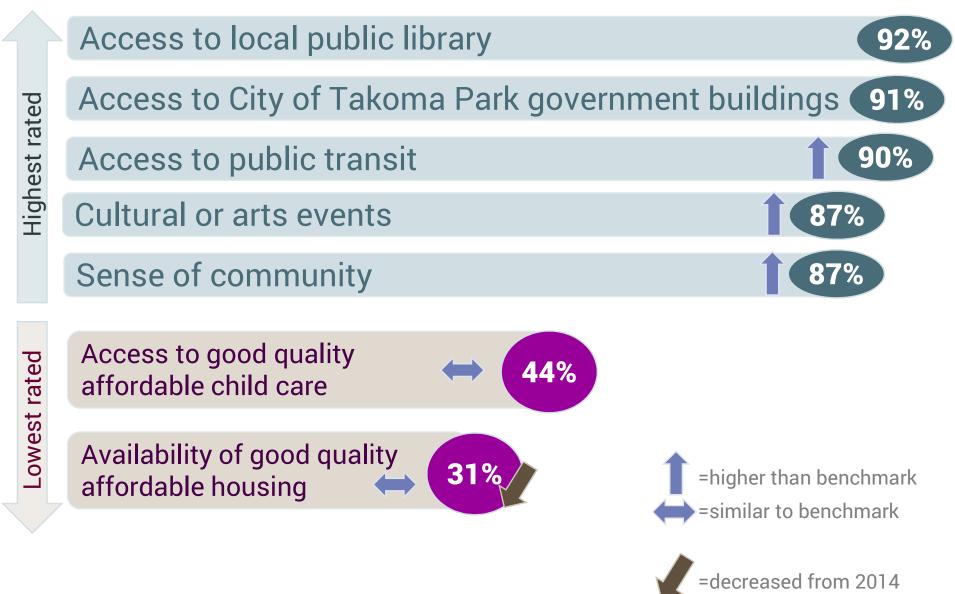
=increased from 2014 =decreased from 2014

Crime



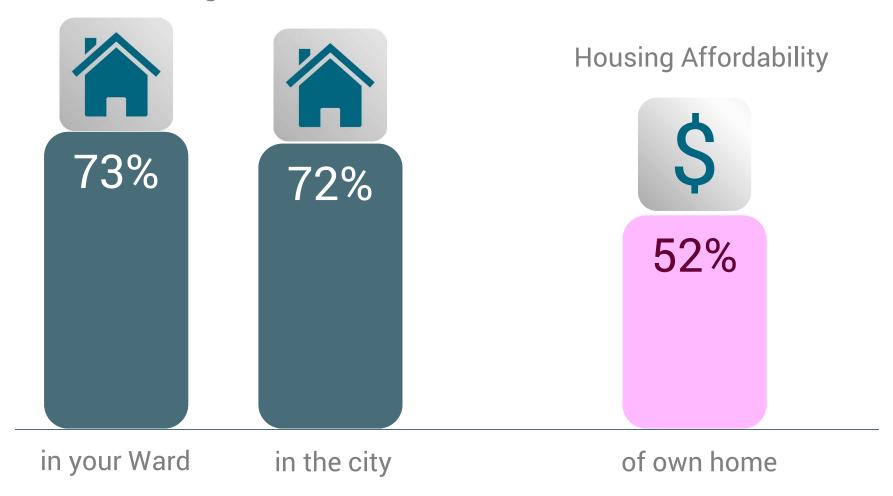
moderate, major or extreme problem

Quality of Community



Housing Conditions & Affordability

Housing Conditions



rating as excellent or good

Housing Affordability

The City's progress over the past 5 years in the area of creating and preserving affordable housing





38%

Takoma Park is seen as a community that is open and accepting of people with diverse backgrounds

Openness and acceptance

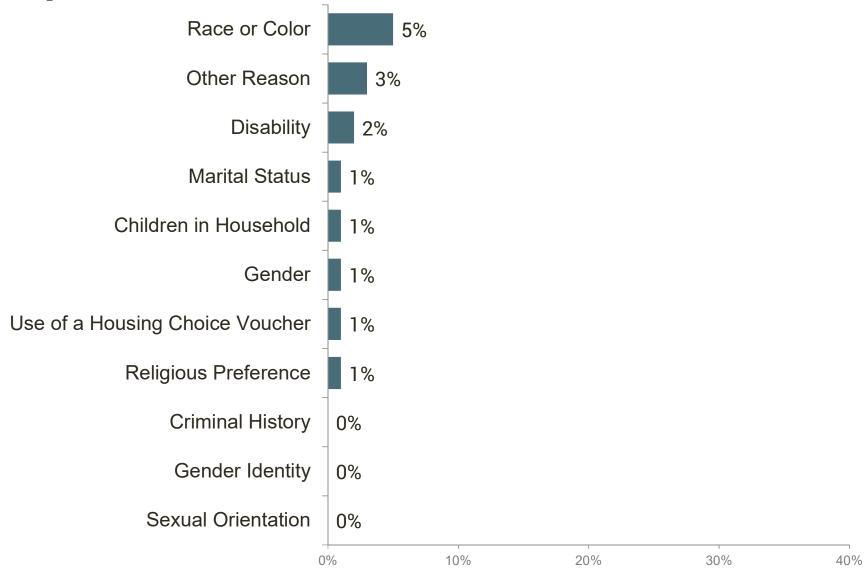
describe the

openness and acceptance

towards people of
diverse backgrounds as

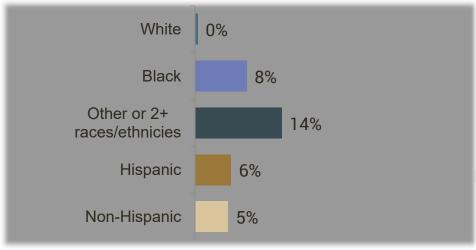


Experiences of Discrimination



Experiences of Discrimination

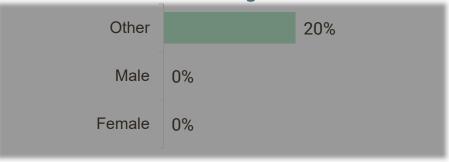




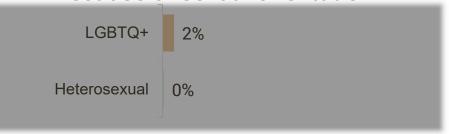
Because of children in household



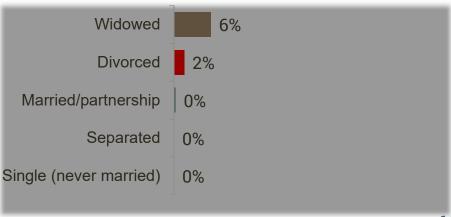
Because of gender



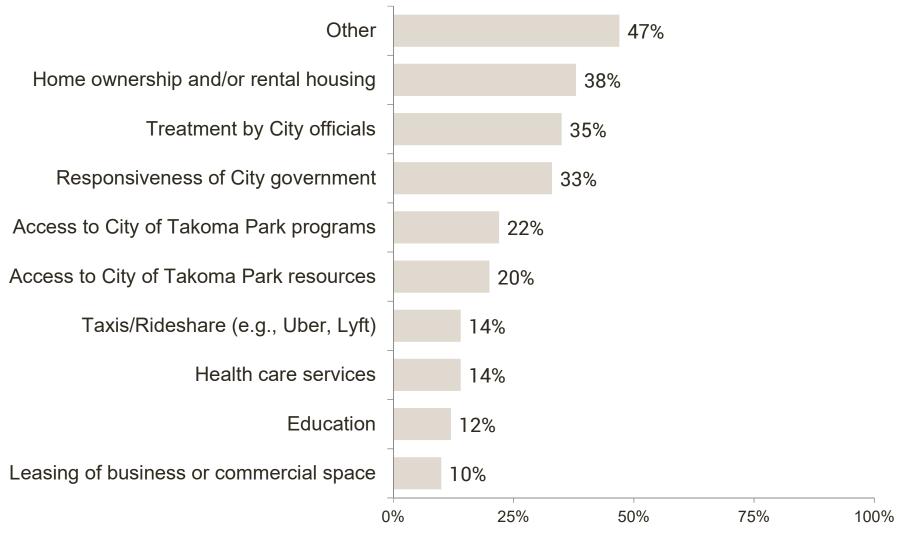
Because of sexual orientation



Because of marital status



Experiences of Discrimination (among those who had experienced it)



Sense of Community

gin rated sense of community as excellent or good

Sin strongly or somewhat agreed they feel included as a part of the community



City of Takoma Park Government Responsiveness and Fairness



Takoma Park city government welcomes resident involvement



Ensure that resources and services are fairly and equitably allocated and provided to residents throughout the city

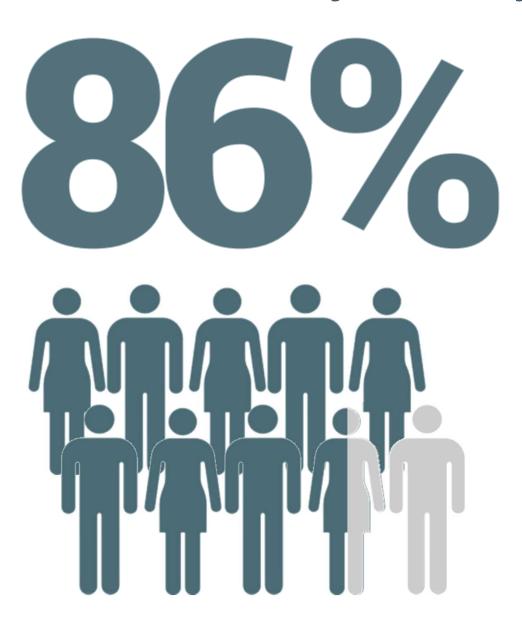
58%

City government is really run for the benefit of all the people



Residents award high marks to Takoma Park city government and its services

Overall Quality of City Services



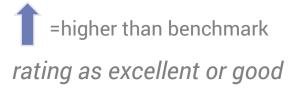
rated overall quality of services as

excellent or accord

Similar to benchmark

Ratings of City Services

Highest rated	Trash/ Recycling collection services	94%
	Weekly yard waste collection	94%
	Compost collection services	93%
	Safety of City buildings	92%
	Accessibility of City buildings	91%
	Takoma Park Library programs	90%



Ratings of City Services

Services above the benchmark comparison

- Trash/ Recycling collection services
- Weekly yard waste collection/ Fall vacuum leaf collection
- Recreation programs
- Property maintenance code enforcement
- City's cable channel programming

Services which increased since 2014

- Fall vacuum leaf collection
- Snow and ice removal
- City's website (takomaparkmd.gov)

Services which decreased since 2014

- Athletic fields and playgrounds
- Stormwater management

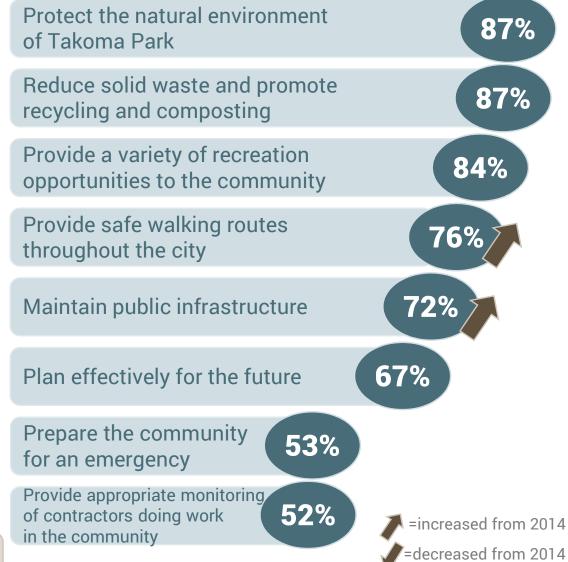




Government Performance

Adequate measures are being taken by the Takoma Park city government to:







Interactions with City Employees

rated overall impression of City employees as excellent or good



Key Finding #4

While most residents have shopped in Takoma Park's commercial areas, often for food,

grocery stores

were the type of store or service most likely to be considered

lacking

Economic Development

The City's progress over the past 5 years in the area of economic development





65%

Commercial Opportunities











Grocery shopping opportunities



Commercial Areas

Takoma
Junction
86%

Old Town 93%

Crossroads 78%

Long Branch 76%

New Hampshire Corridor 75%

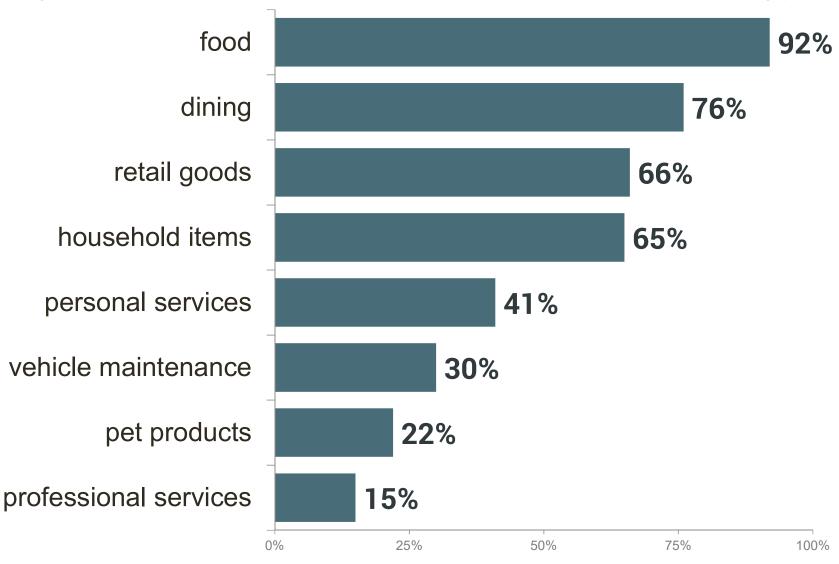
Maple Avenue 59%





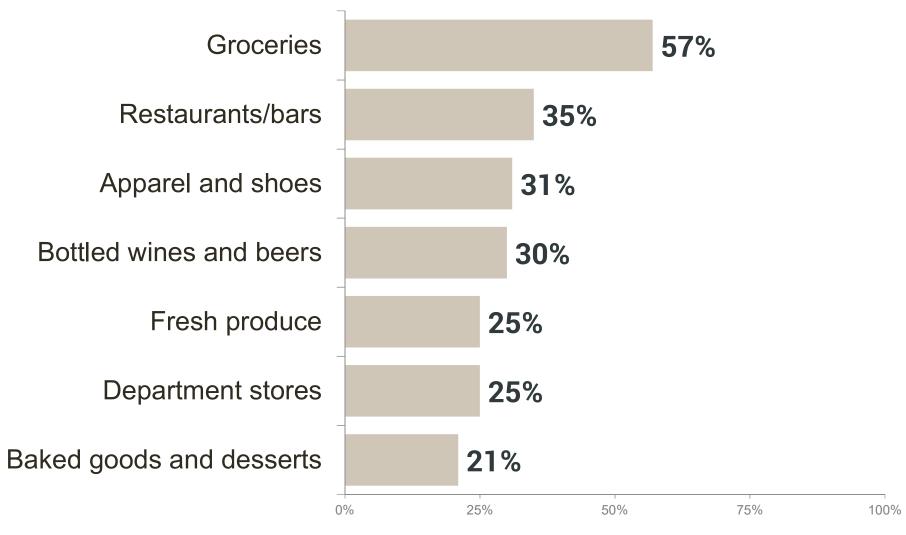
Use of Commercial Areas

What did you shop for in these commercial areas? (Please check all that apply.)



Opportunities Most Lacking

What kinds of stores or services do you feel are most lacking in Takoma Park? (Please check all that apply.)



In Conclusion

Strengths

High quality community

Takoma Park city services well-reviewed

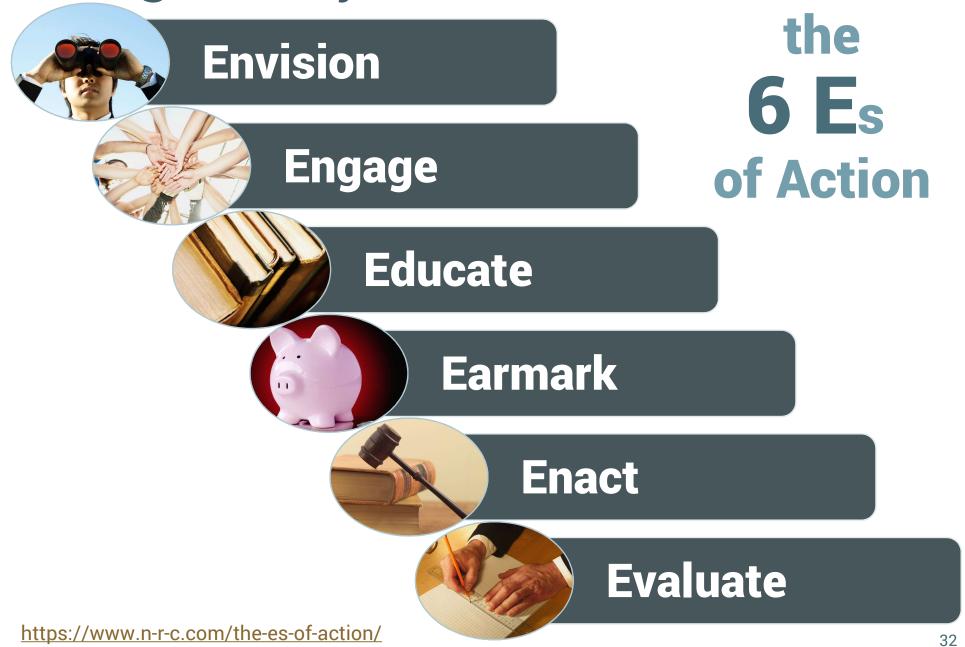
Diversity & Inclusion

Opportunities

Housing that is affordable Economic development, particularly grocery stores

Diversity & Inclusion

Using Survey Results



Thank you!

Erin Caldwell, Project Manager Director of Research Erin@n-r-c.com



Survey Weighting

Example of Weighting Data (Statistical Adjustments to Rebalance the Data)

Characteristic	Percent in Population	Percent in Sample	Weight to bring to 50%	Unwt'd Rating of Parks	Parks rating with proper weights
Female	50%	70%	0.714	80	(80 * .50)
Male	50%	30%	1.666	40	(40 * .50)
TOTAL	100%	100%		68	60