



Takoma Park

2018 Community Survey

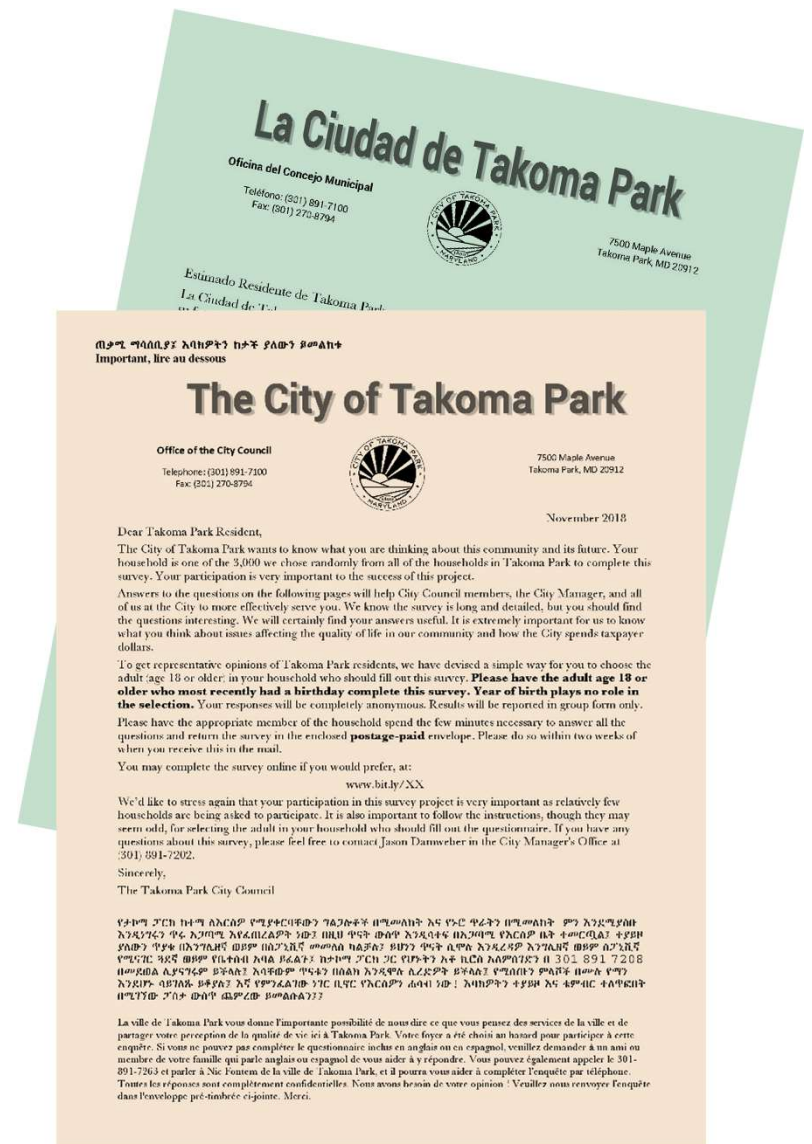
Presentation of Results
March 2019

Prepared by:

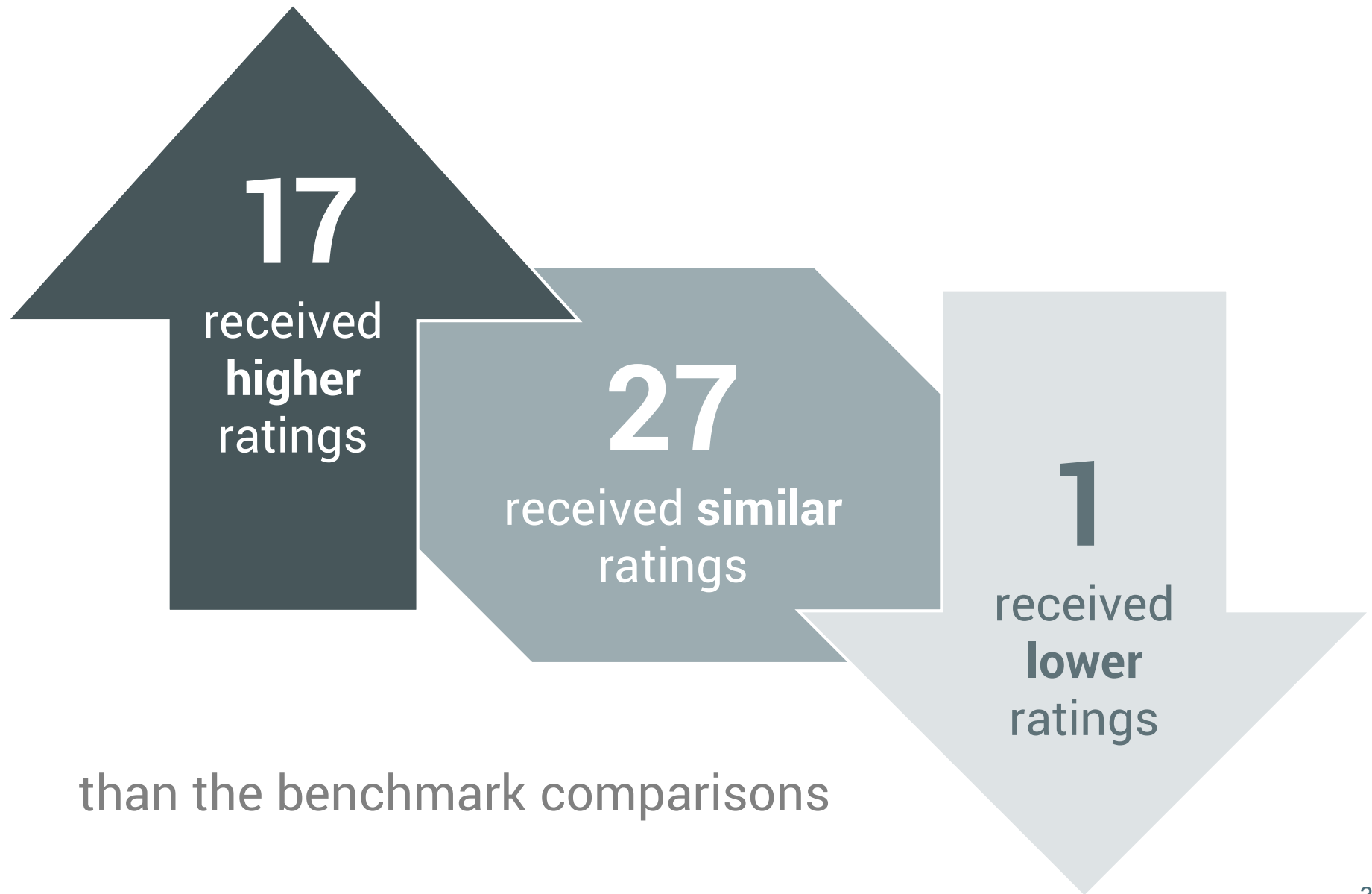


Survey Methods

- 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 $\pm 3\%$
- Results weighted



Mostly good news!



Key Finding #1

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

Quality of Life

910

in

describe the quality of life
in Takoma Park as

excellent

or

good



*Much higher
than benchmark*

Reasons Living in Takoma Park

Close to Washington, D.C.

74%

Access to public transportation

62%

Progressive community

60%

Diversity of people

56%

Attractive community

52%

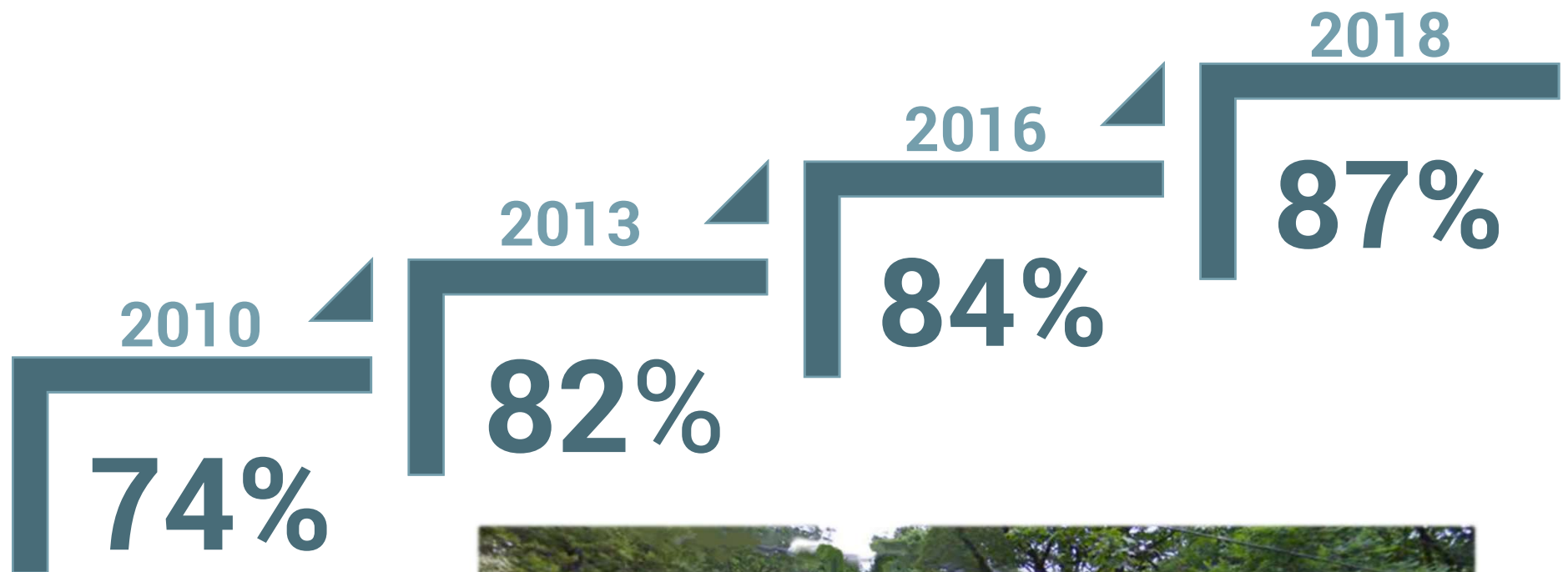
Safe community

46%



↑ = increased from 2014

Quality of Life in Neighborhood



*Much higher
than benchmark*



Neighborhood Problems

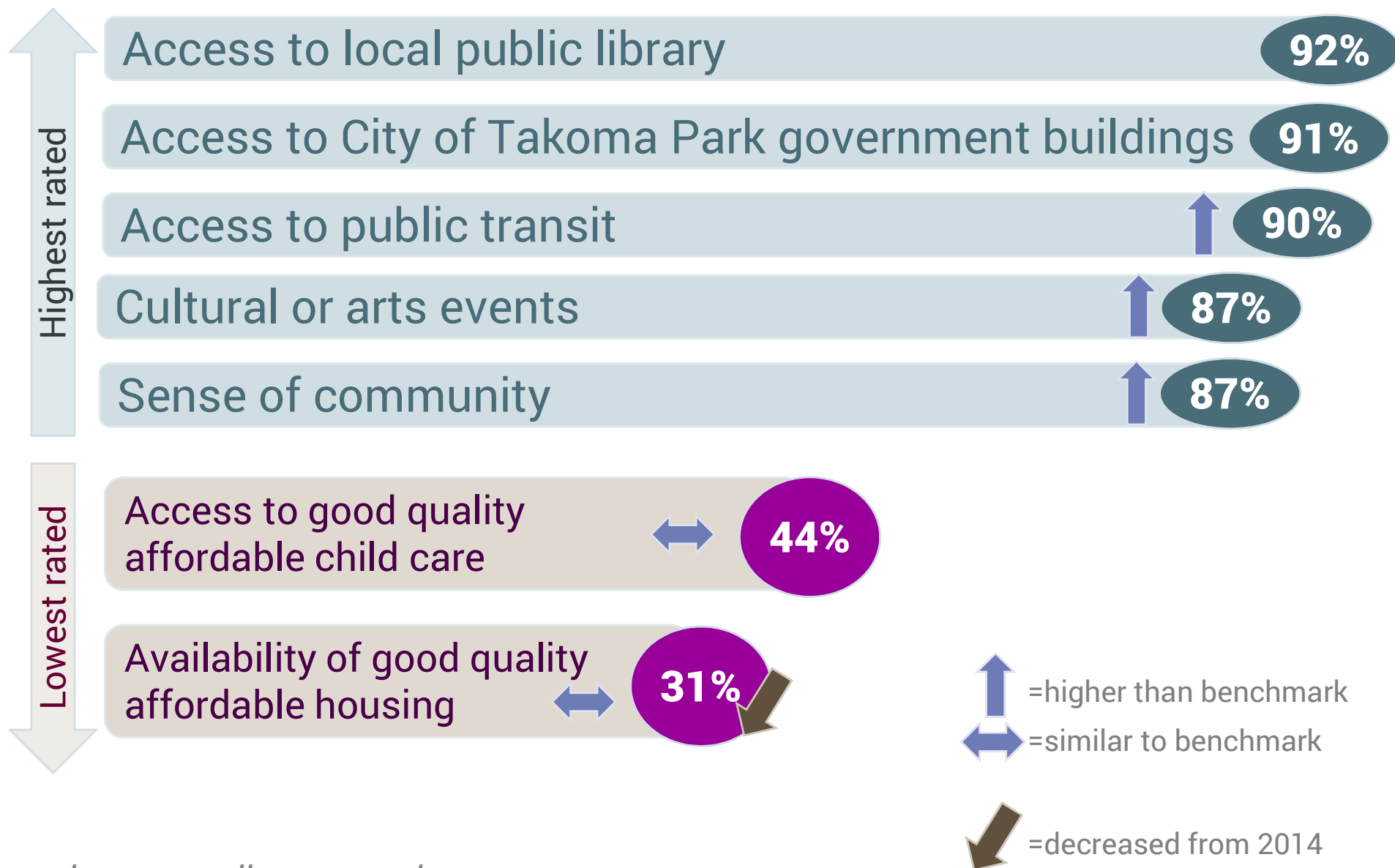


=increased from 2014

=decreased from 2014

moderate, major or extreme problem

Quality of Community



rating as excellent or good

Housing Conditions & Affordability

Housing Conditions



73%



72%

in your Ward

in the city

Housing Affordability



52%

of own home

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%

rating as excellent or good

Key Finding #2

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

Openness and acceptance

910

in



describe the
openness and acceptance
towards people of
diverse backgrounds as

excellent

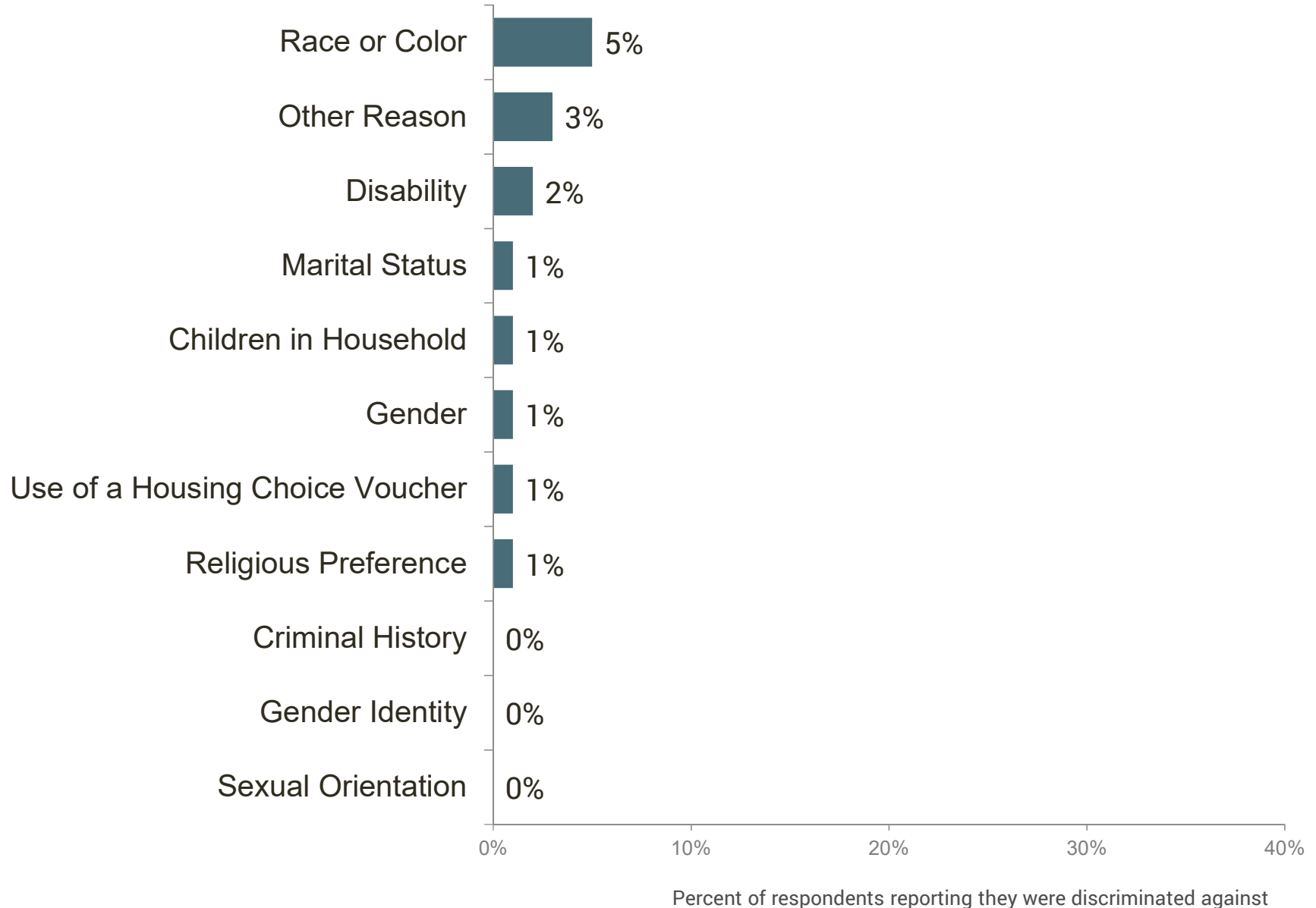
or

good



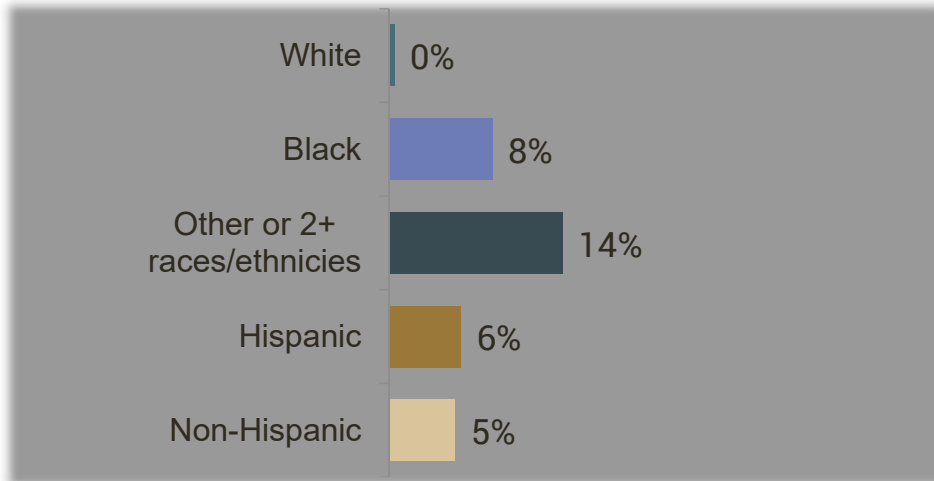
*Much higher
than benchmark*

Experiences of Discrimination

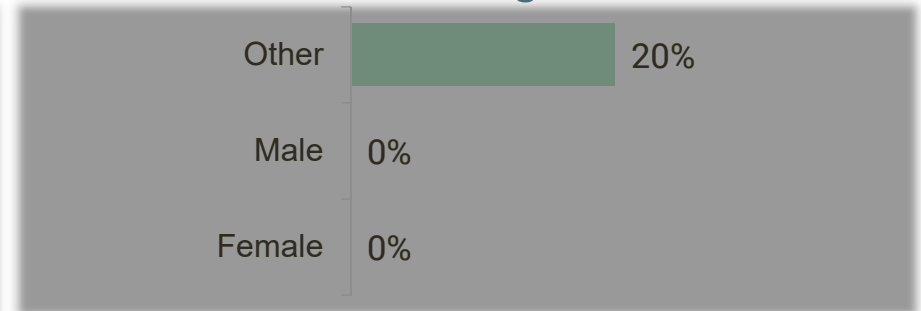


Experiences of Discrimination

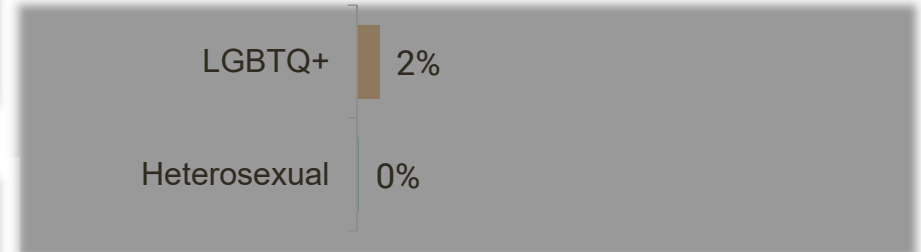
Because of race or color



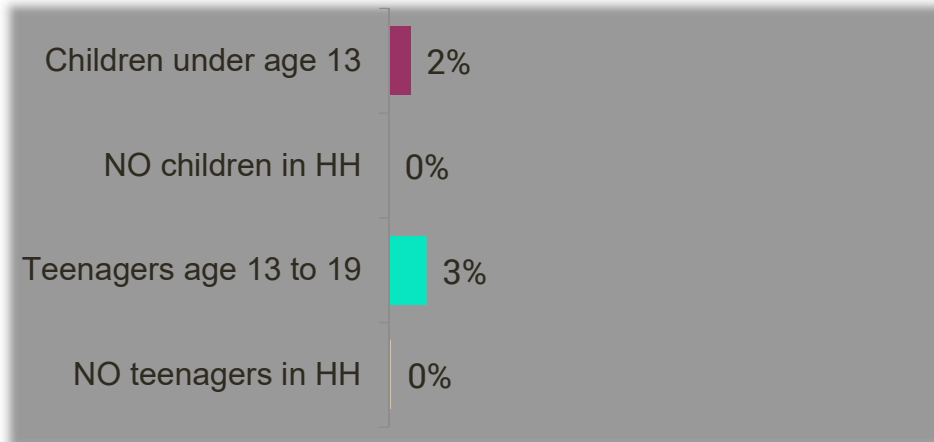
Because of gender



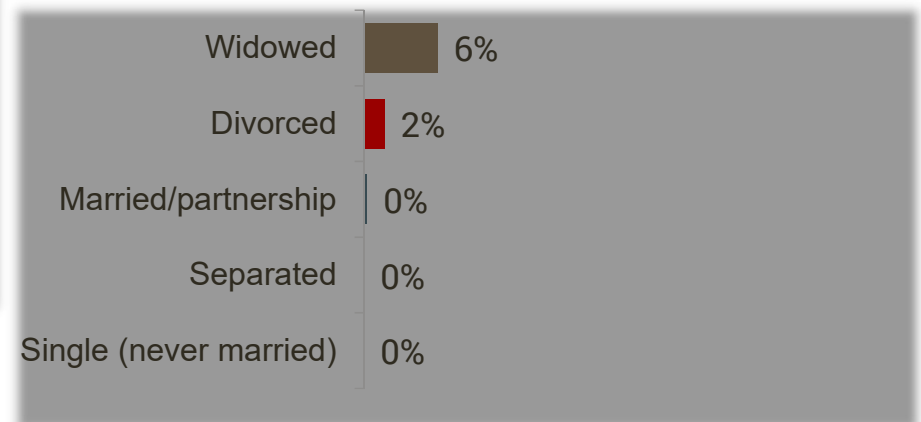
Because of sexual orientation



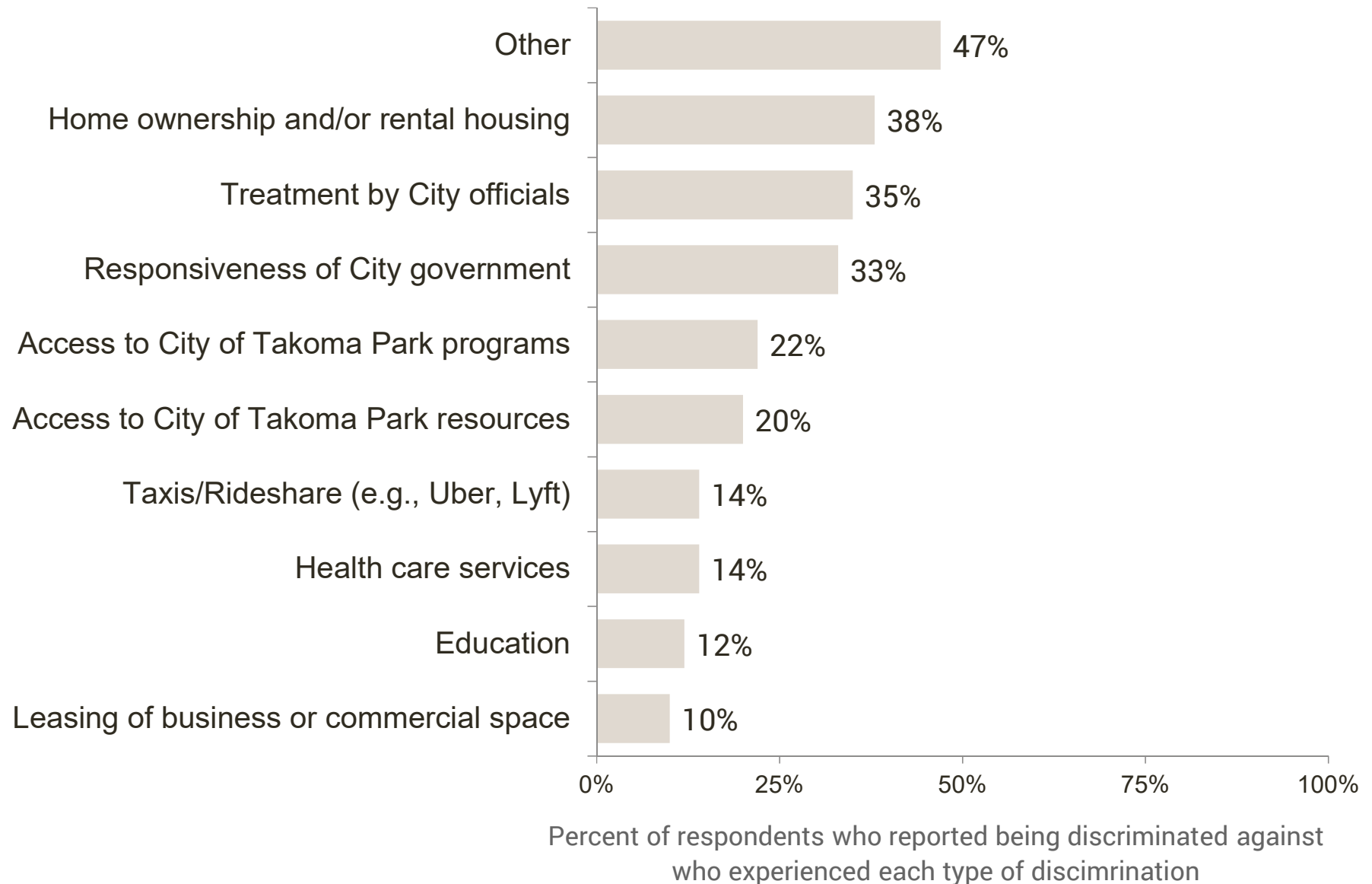
Because of children in household



Because of marital status



Experiences of Discrimination (among those who had experienced it)



Sense of Community

9 in 10 rated *sense of community* as *excellent* or *good*

8 in 10 *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

84%

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

74%

strongly or somewhat agree

Key Finding #3

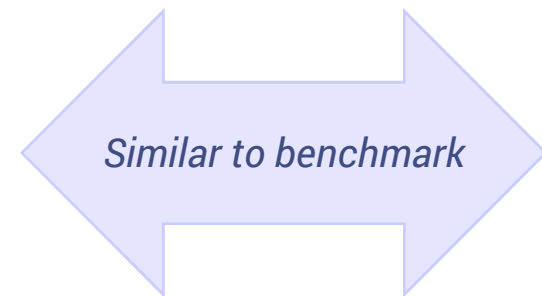
**Residents award
high marks
to Takoma Park
city government
and its services**

Overall Quality of City Services

86%



rated overall
quality of services
as
excellent
or
good



Ratings of City Services



↑ = higher than benchmark
rating as excellent or good



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:



40% Address traffic congestion

Protect the natural environment of Takoma Park

87%

Reduce solid waste and promote recycling and composting

87%

Provide a variety of recreation opportunities to the community

84%

Provide safe walking routes throughout the city

76%

Maintain public infrastructure

72%

Plan effectively for the future

67%

Prepare the community for an emergency

53%

Provide appropriate monitoring of contractors doing work in the community

52%

↗ = increased from 2014
↘ = decreased from 2014

percent strongly or somewhat agree

Interactions with City Employees

910

in

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%

rating as excellent or good

Commercial Opportunities



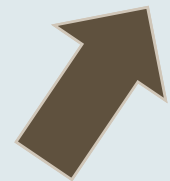
Dining opportunities

71%

Retail shopping opportunities





53%



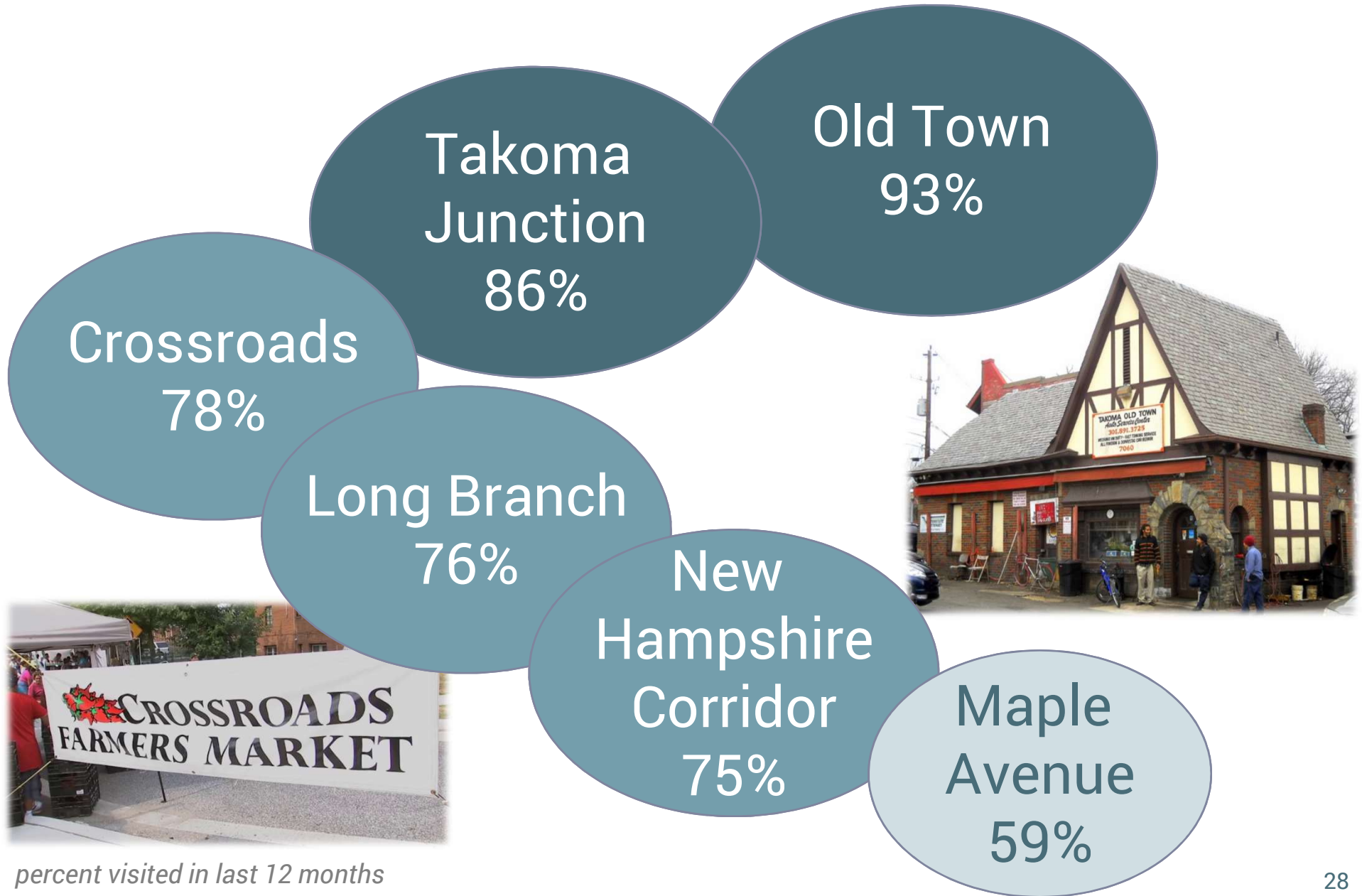
Grocery shopping opportunities

47%

 =increased from 2014
 =similar to benchmark

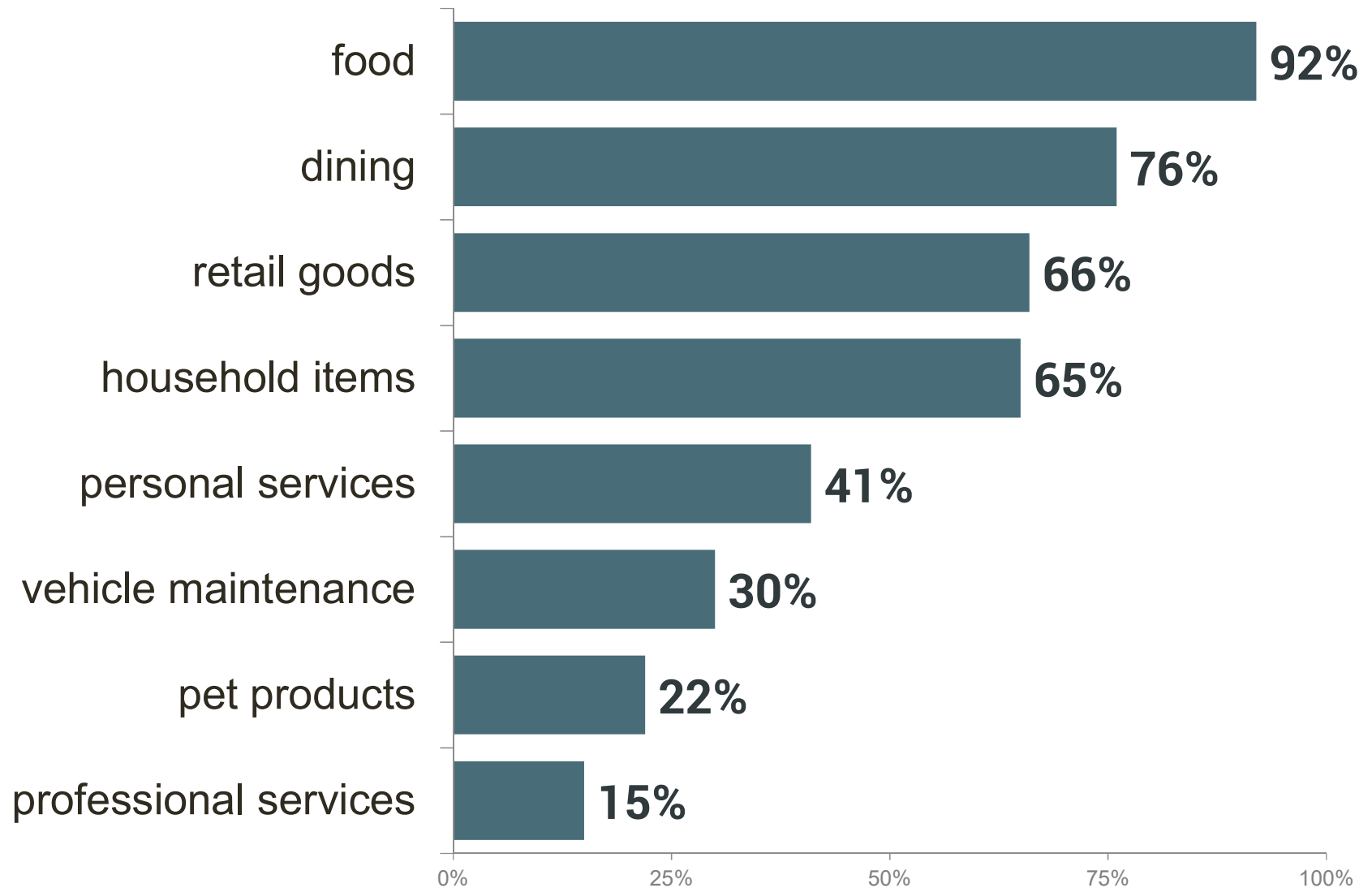
percent excellent or good

Commercial Areas



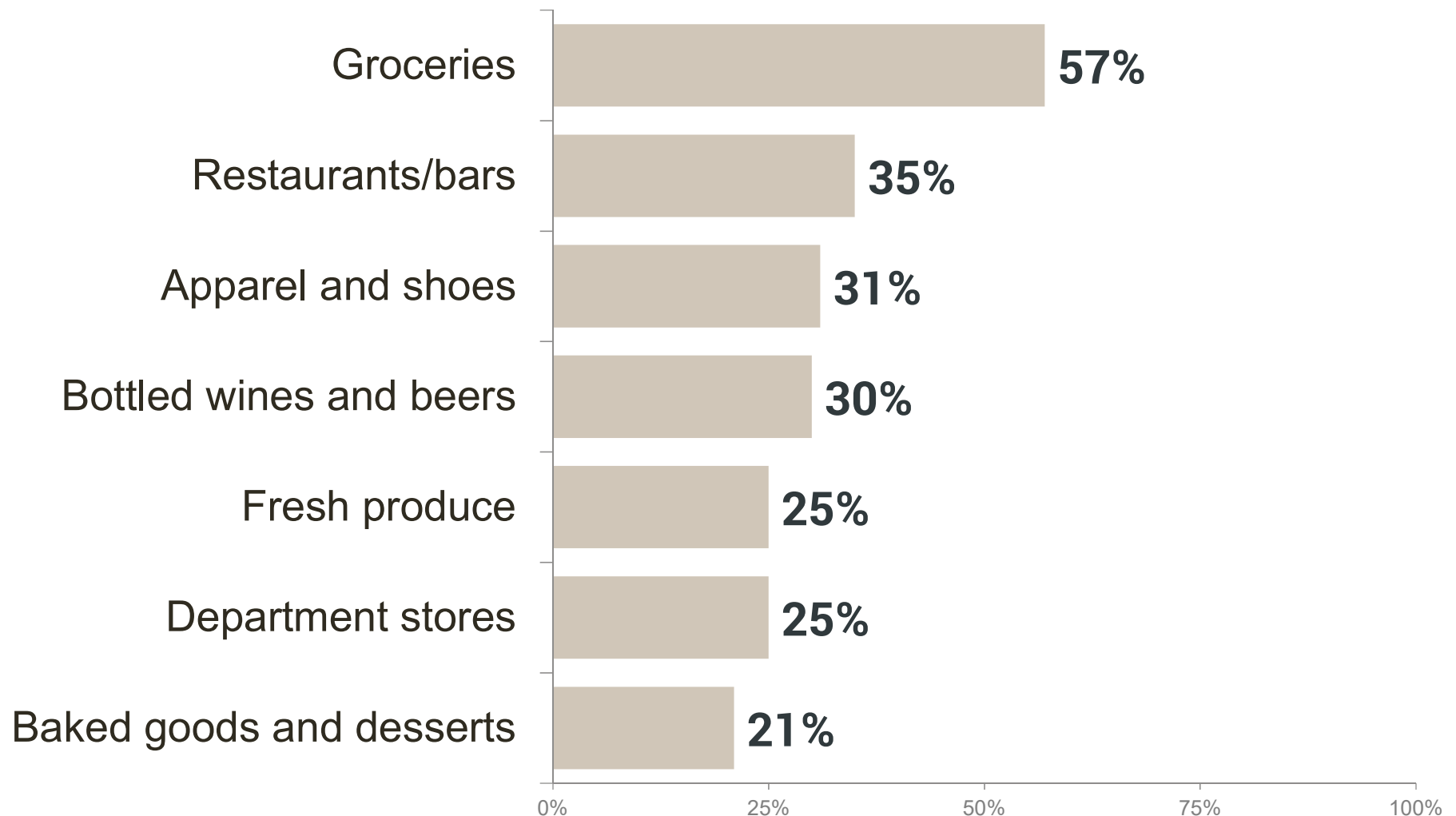
Use of Commercial Areas

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



Envision



Engage



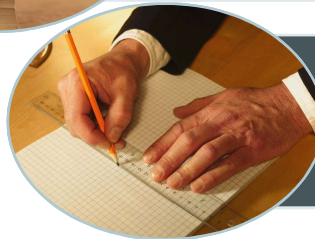
Educate



Earmark



Enact



Evaluate

the
6 Es
of Action

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