



Takoma Park

2018 Community Survey

Presentation of Results
March 2019

Prepared by:



NRC
National Research Center Inc

Pre-Survey Focus Groups

**Residents who are immigrants
from African countries**

September 27

Spanish-speaking residents

October 15

Issues raised already
addressed on survey

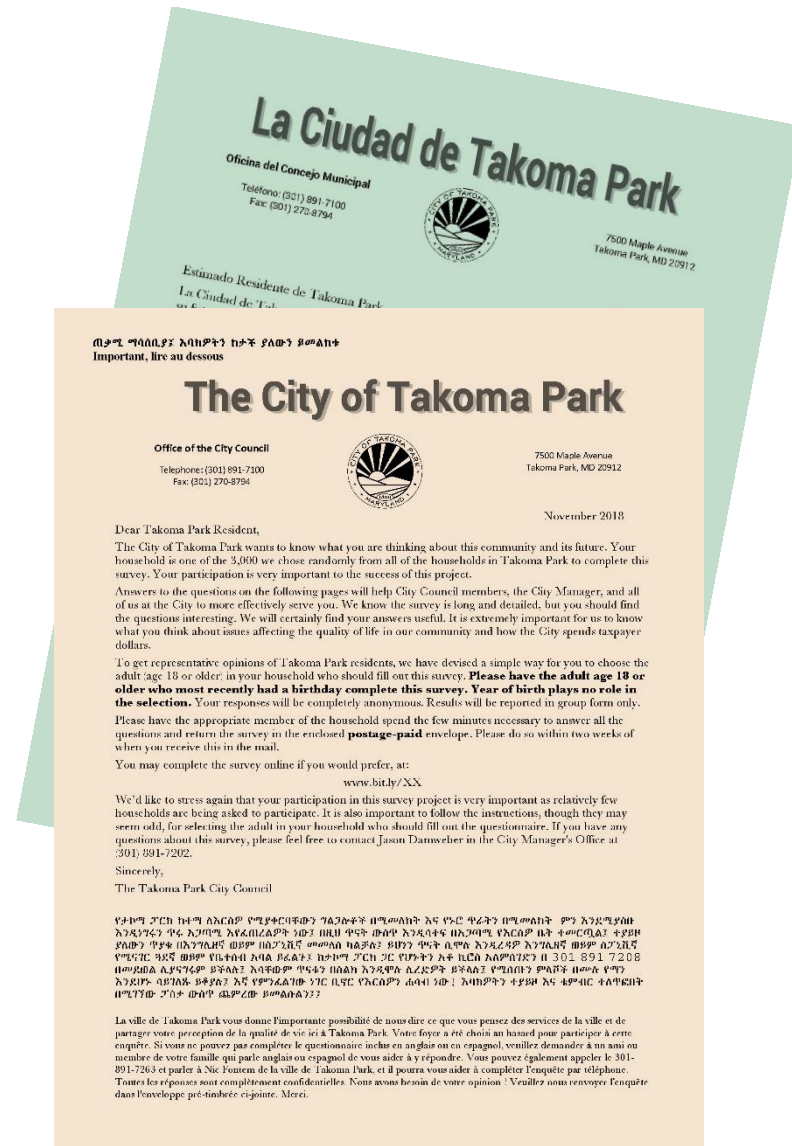
- Affordability of housing/
increases in rent
- More stores and restaurants
- City could do better job
listening
- Vary modes of City communication

Issues raised resulting in
changes to survey

- Loitering (people or youth hanging out smoking or drinking in public places)
- Disputes between landlord and tenants
- Safety in parks during the day
- Safety in parks after dark
- How would you rate the way the City of Takoma Park provides services in your language?

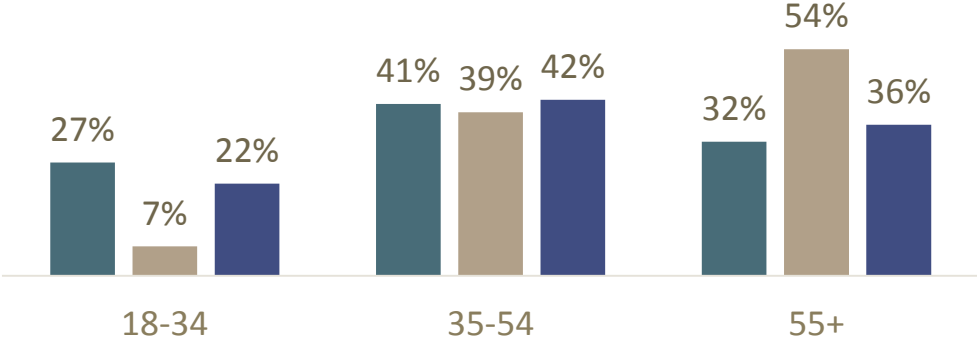
Survey Methods

- 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

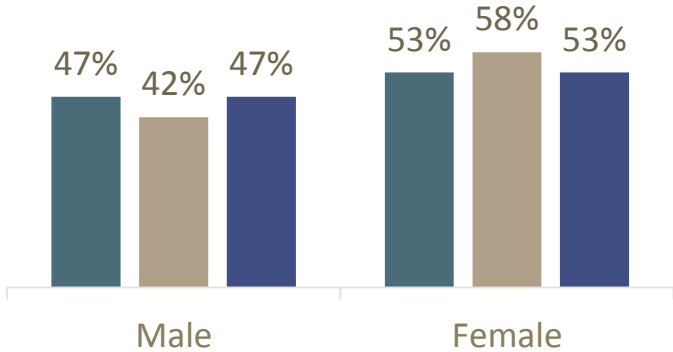


Weighting the Survey Data

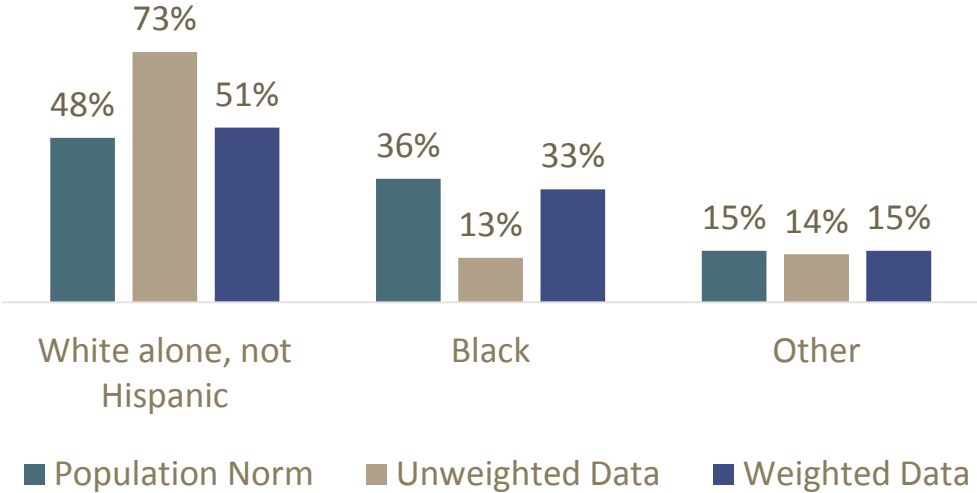
Respondent Age



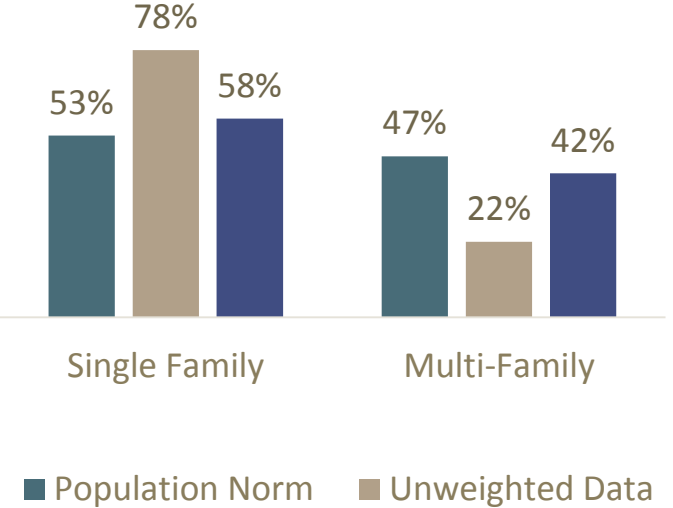
Sex



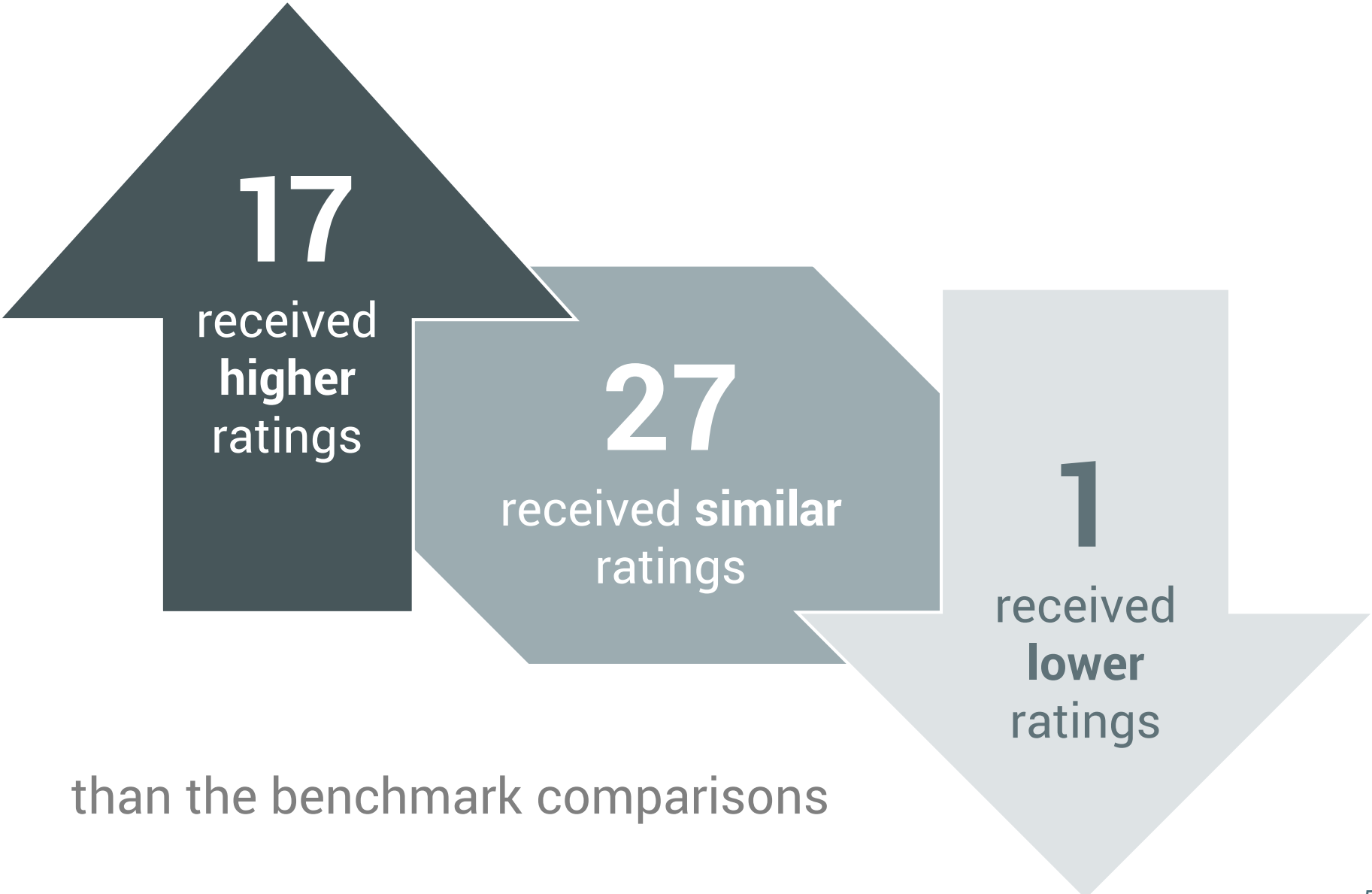
Race/Ethnicity



Type of Housing Unit



Mostly good news!



than the benchmark comparisons

Key Finding #1

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

Quality of Life

910

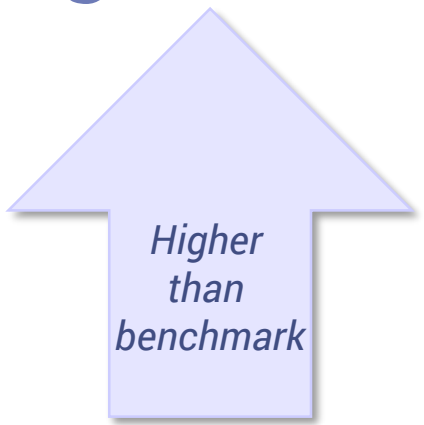
in

describe the quality of life
in Takoma Park as

excellent

or

good



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%

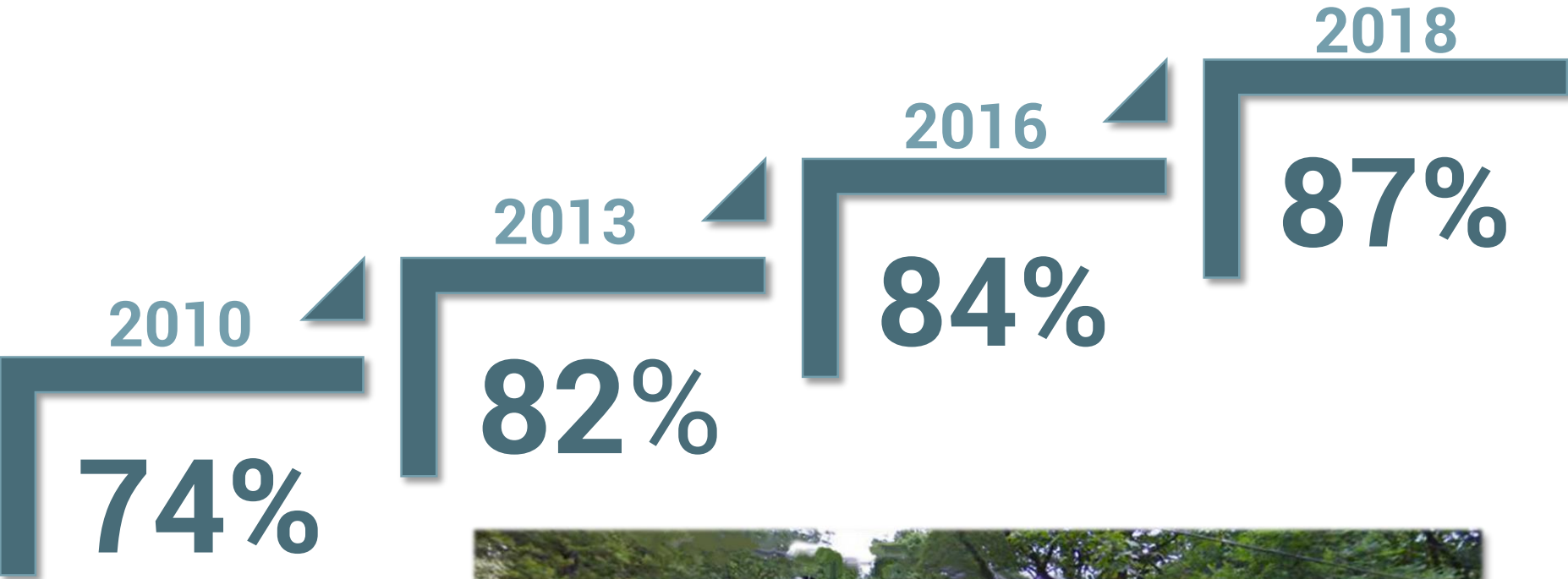
Safe community

46%



↑ = increased from 2014

Quality of Life in Neighborhood



Higher than benchmark



Neighborhood Problems

44%



Traffic volume/number of cars

40%



Speeding

33%



Crime

31%



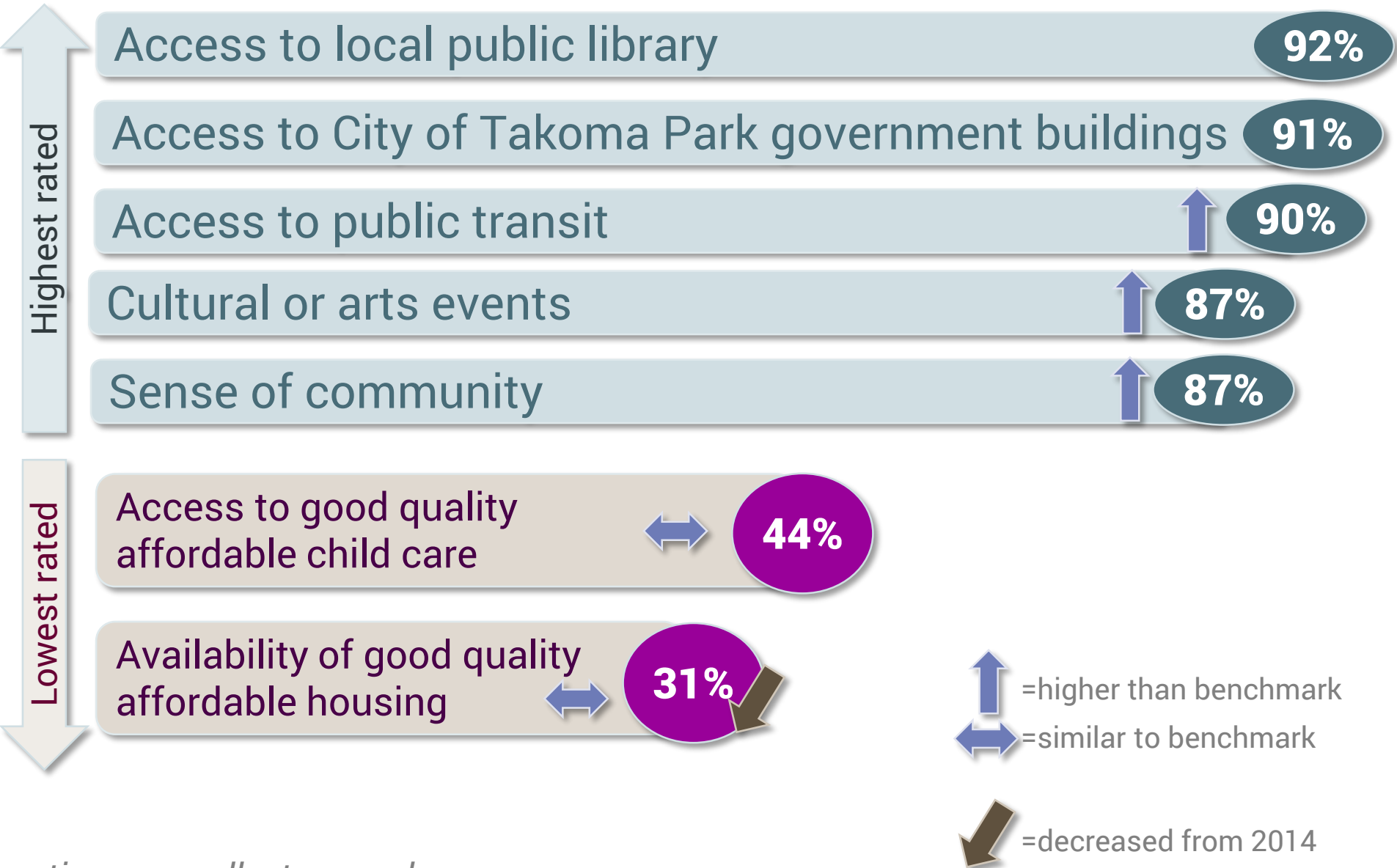
Parking

=increased from 2014

=decreased from 2014

moderate, major or extreme problem

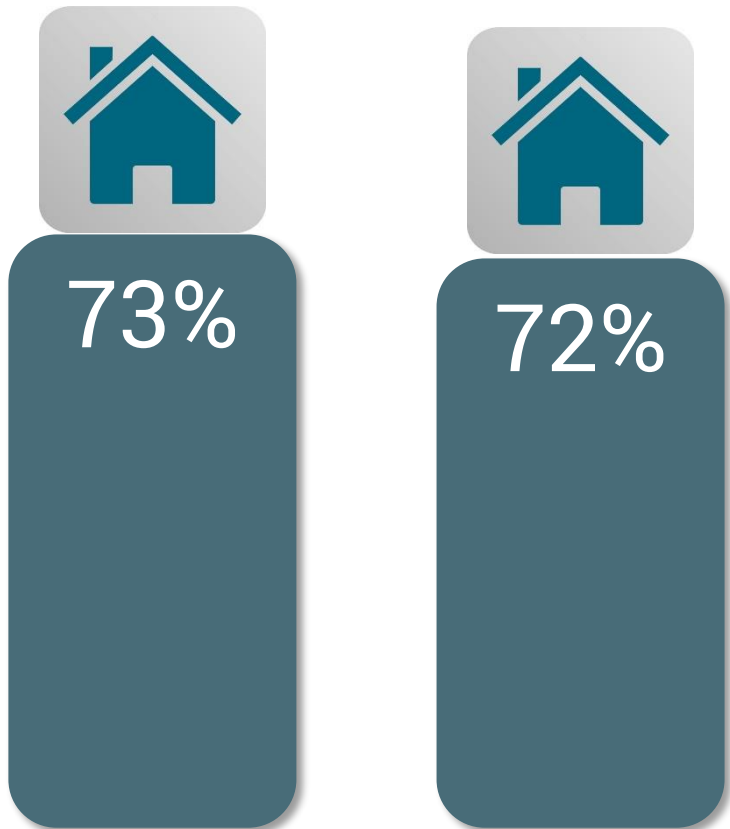
Quality of Community



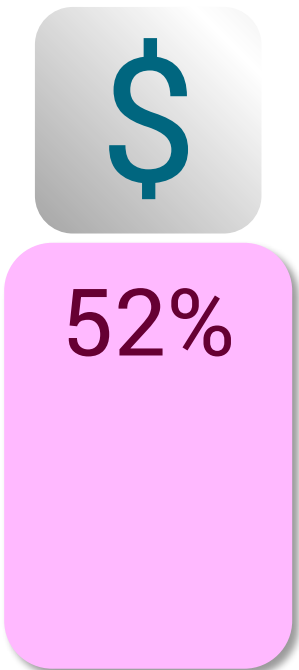
rating as excellent or good

Housing Conditions & Affordability

Housing Conditions



Housing Affordability



in your Ward

in the city

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

9 in 10



describe the *openness and acceptance* towards people of diverse backgrounds as

excellent

or

good



Much higher than benchmark

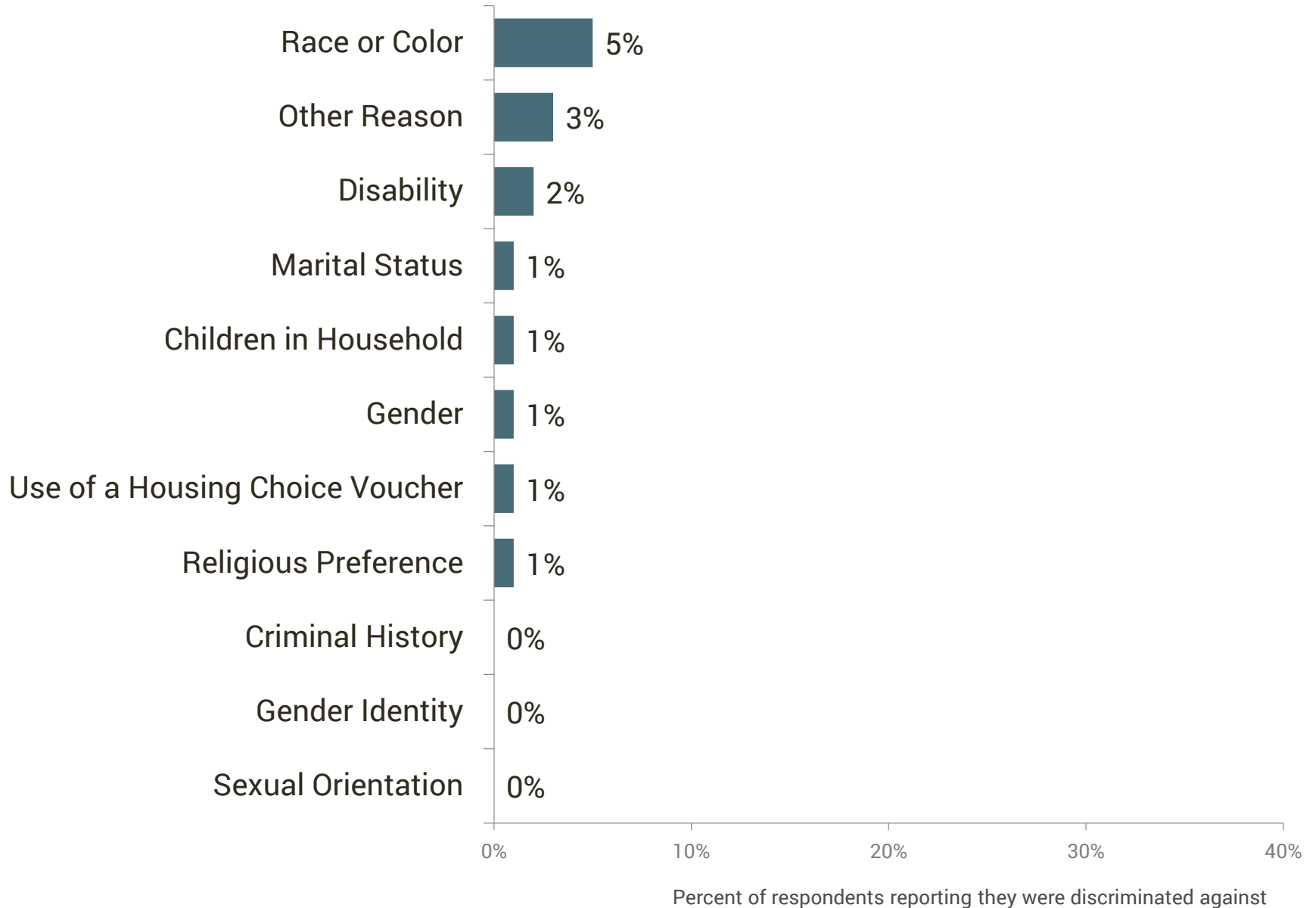
Sense of Community

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

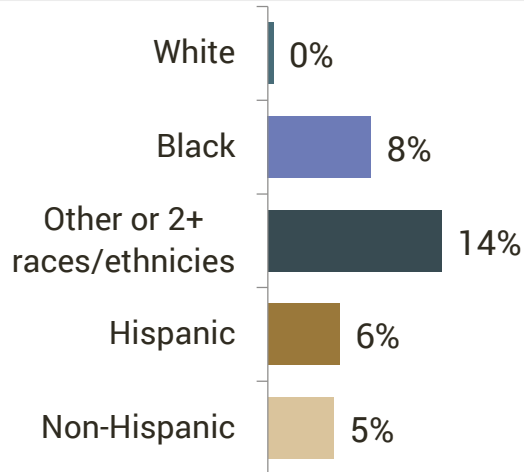


Experiences of Discrimination

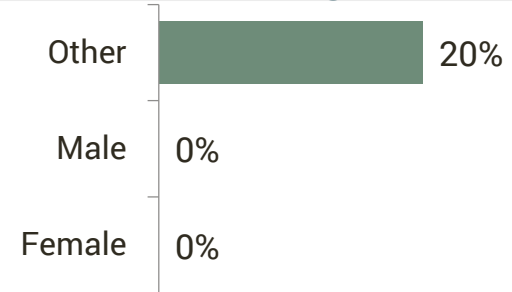


Experiences of Discrimination

Because of race or color



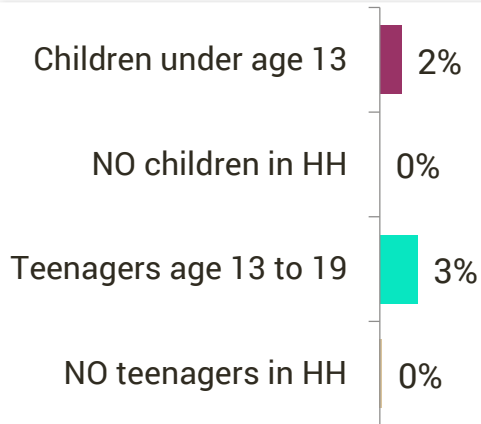
Because of gender



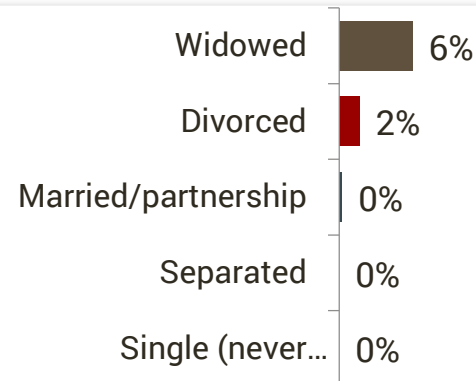
Because of sexual orientation



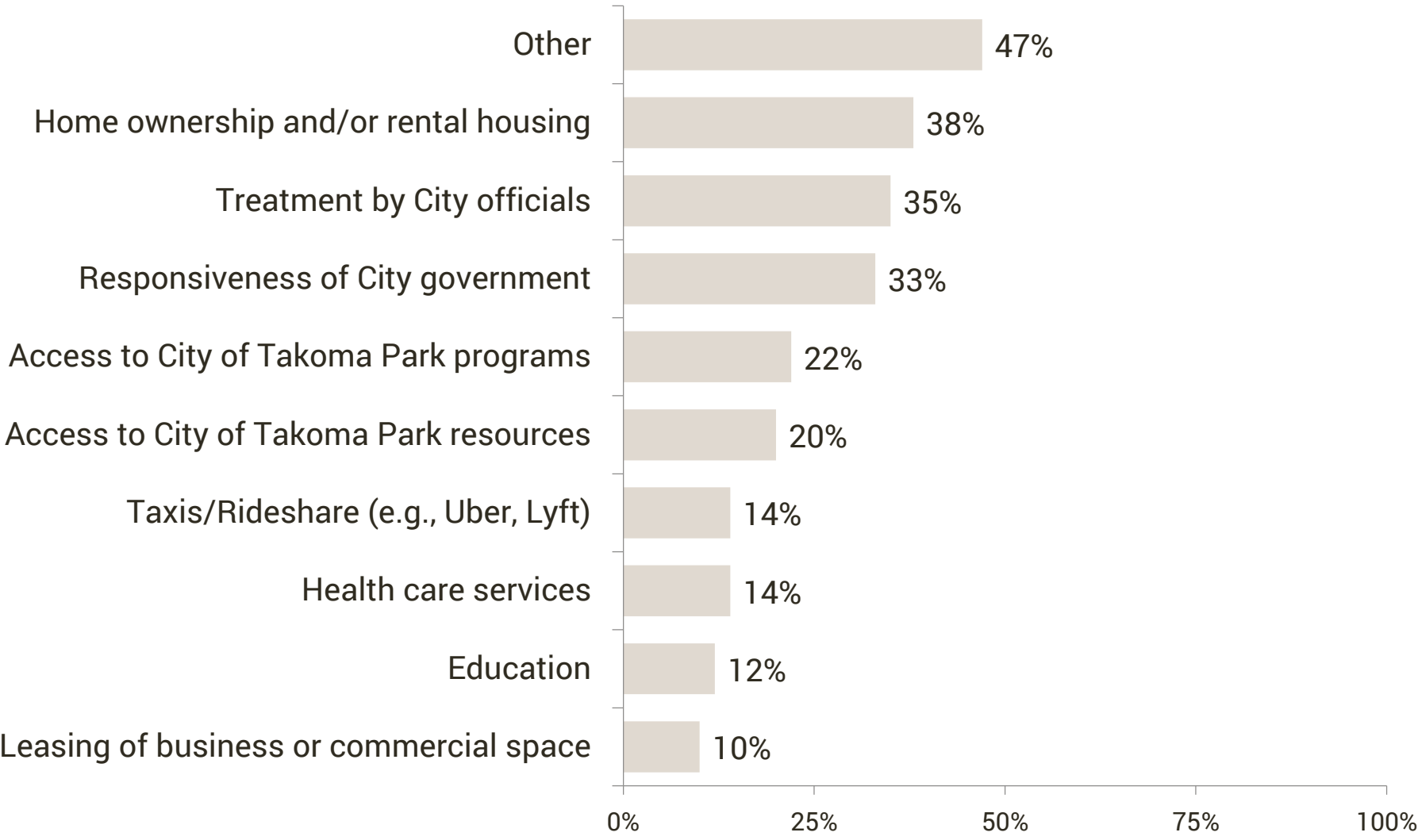
Because of children in household



Because of marital status



Experiences of Discrimination (among those who had experienced it)



Percent of respondents who reported being discriminated against who experienced each type of discrimination

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%

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

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%



=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

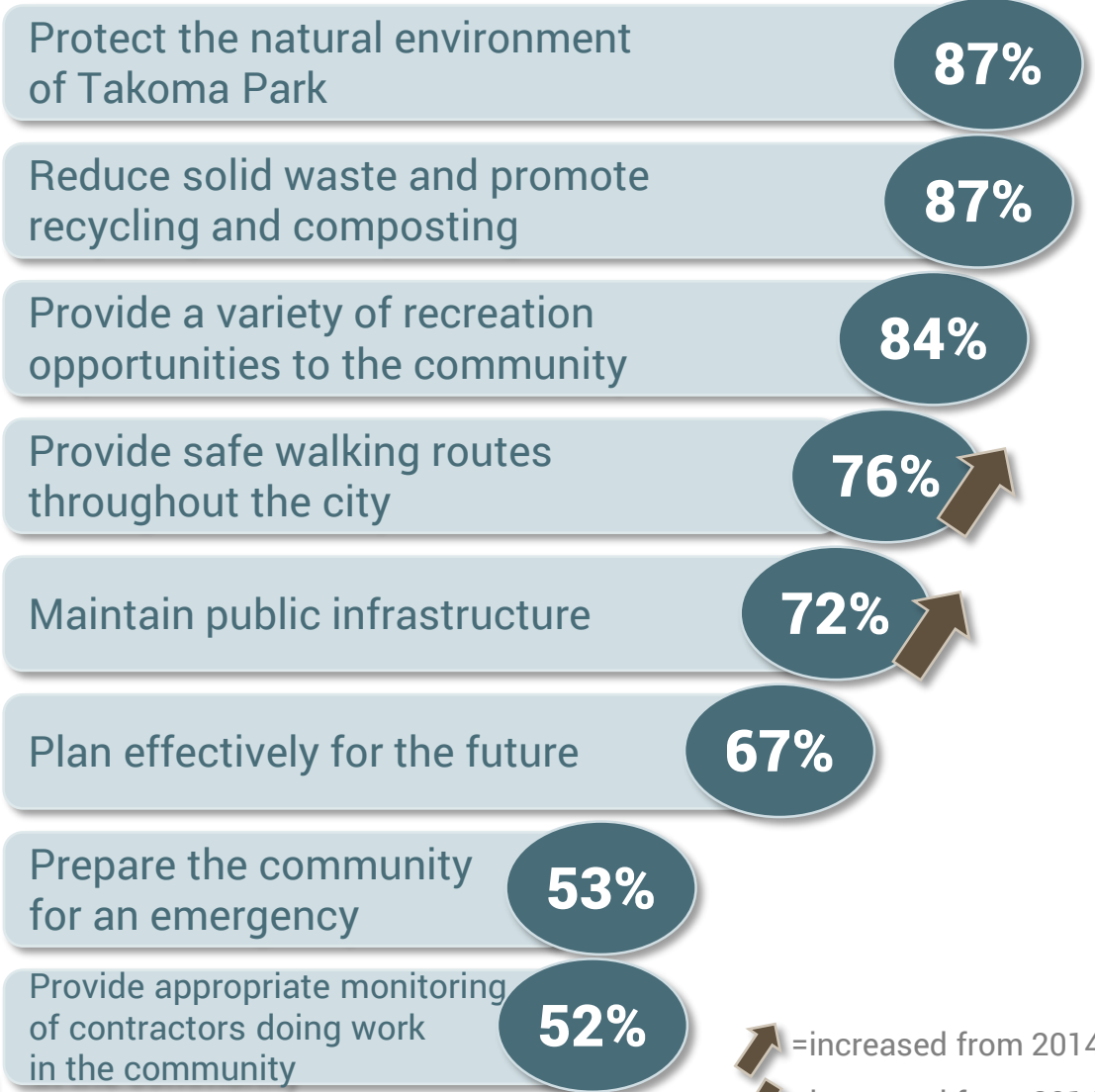


Government Performance

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



40% Address traffic congestion



↑ = increased from 2014
 ↓ = decreased from 2014

percent strongly or somewhat agree

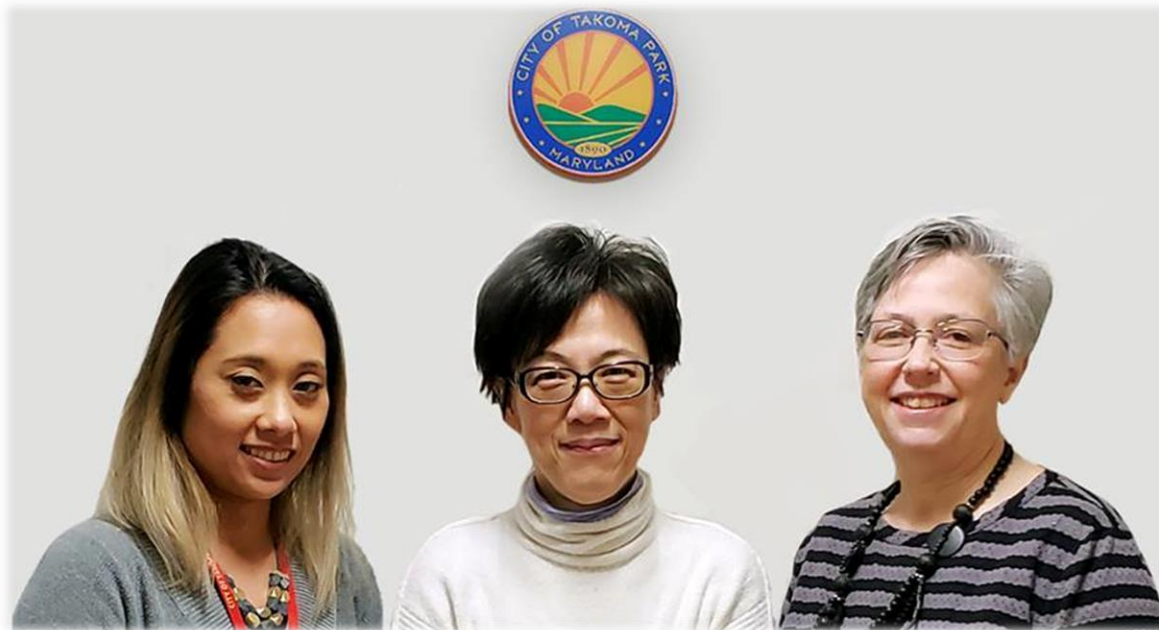
Interactions with City Employees

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

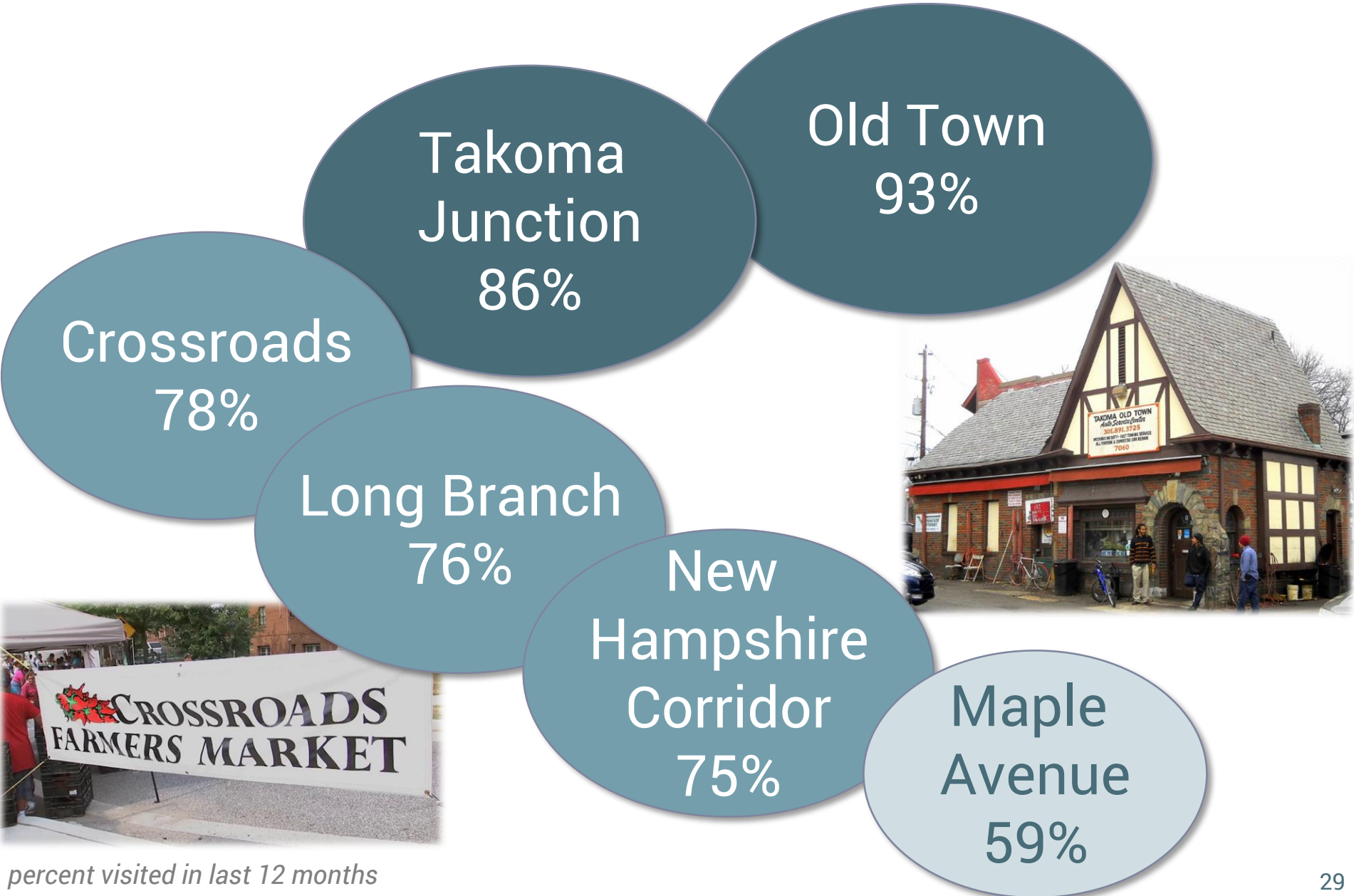
lacking

Commercial Opportunities



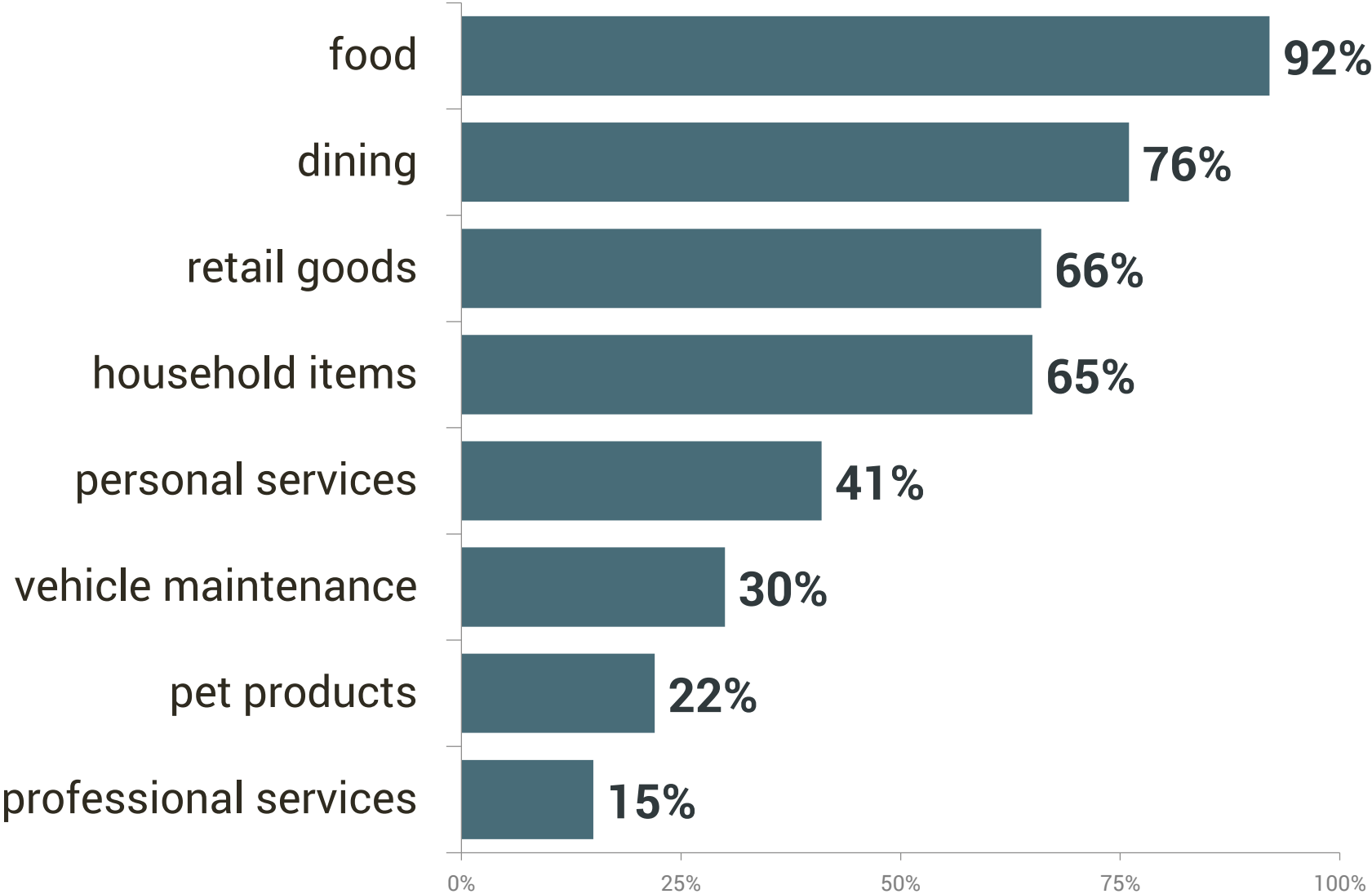
↗ =increased from 2014
↔ =similar to benchmark
percent excellent or good

Visitation of Commercial Areas



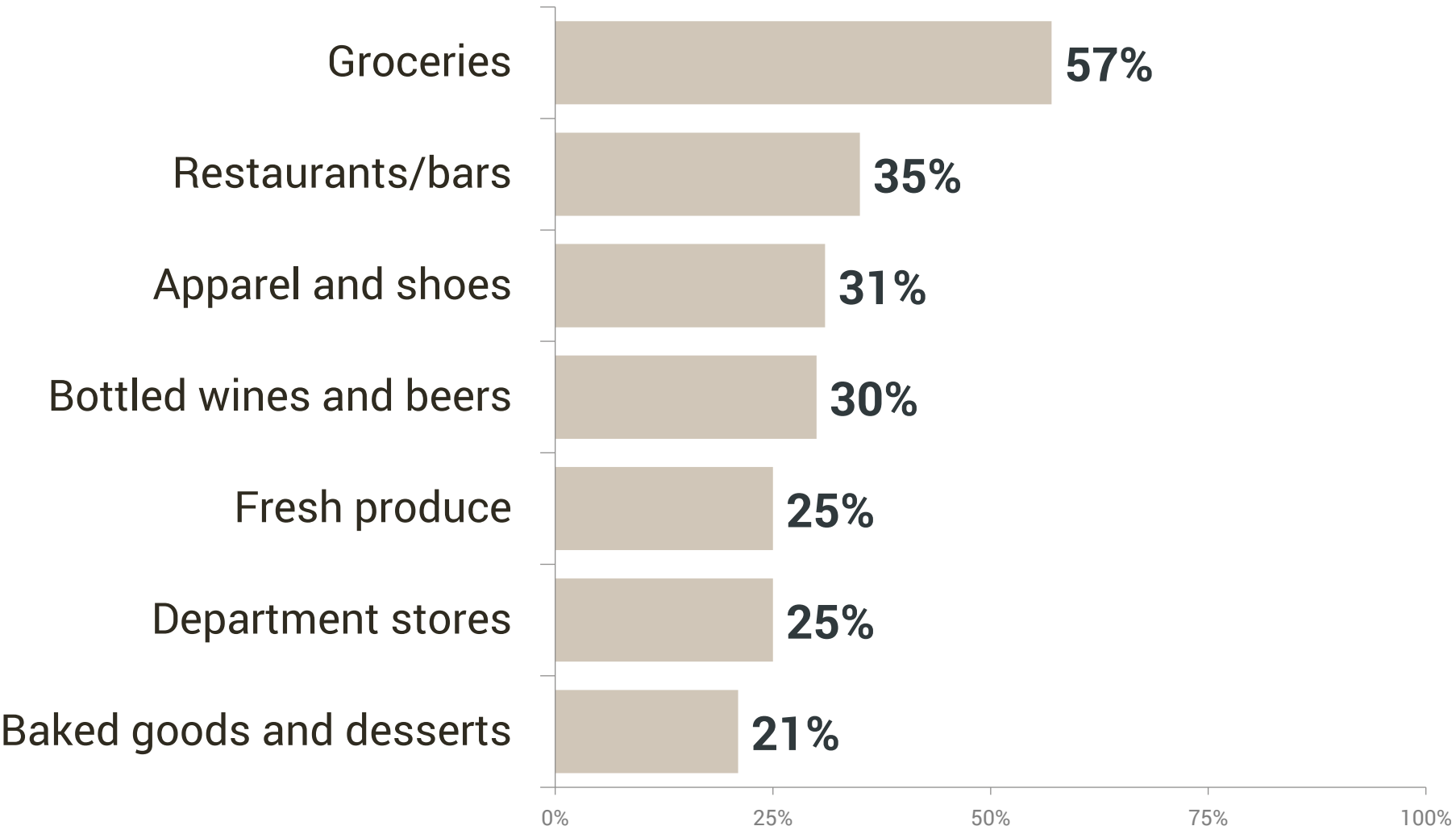
Use of Commercial Areas

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

Economic Development

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



65%

rating as excellent or good

Using Survey Results

the 6 Es of Action



Envision



Engage



Educate



Earmark



Enact



Evaluate

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