



Takoma Park City Council Meeting – March 6, 2019

Agenda Item 1

Presentation

Report on Resident Survey Results

Recommended Council Action

Receive report from National Research Center

Context with Key Issues

The City periodically conducts surveys of residents in order to gather feedback regarding their perspectives on the quality of life in the City, the community's amenities, service delivery and satisfaction with local government, among other things. The surveys provide residents with an opportunity to let us know what is working well, what is not, and to communicate their priorities for community planning and future resource allocation.

The City selected National Research Center (NRC) to conduct the 2018 survey. In addition to conducting the City's last resident surveys in 2007, 2009, and 2014, NRC has completed over 1,000 surveys in local governments across the country. One of many advantages to utilizing their services is that they are able to provide comparative information.

While NRC's report contains a large amount of very interesting and useful information, the following are some of the key take-aways:

- Takoma Park residents appreciate their community, but are concerned about the cost of housing.
- The Takoma Park community is seen by its residents as community that is open and accepting of people with diverse backgrounds.
- Residents give high marks to Takoma Park city government and the services it provides.
- 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.

The purpose of tonight's meeting is to provide NRC with an opportunity to present the survey's findings and respond to Councilmember questions.

Moving forward, the City will use the survey information to help inform decision-making.

Council Priority

Engaged, Responsive & Service-oriented Government

Environmental Considerations

While we hope most residents complete the survey online, we expect there will be some negative environmental impacts associated with the printing and mail delivery of the survey notifications and materials. However, feedback gathered through the survey regarding sustainability efforts and perspectives on projects and service delivery will help inform Council's future decision-making regarding environmental initiatives and considerations.

Fiscal Considerations

The scope of work included in NRC's proposal will cost \$57,000.

Racial Equity Considerations

We hope to ascertain information and data through the survey that can be used to better determine impacts of future decisions on racial equity.

Attachments and Links

- The 2018 City of Takoma Park Resident Survey Report of Results