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
Mostly good news!

17 received higher ratings

27 received similar ratings

1 received lower ratings

than the benchmark comparisons
Takoma Park residents appreciate their community, but are concerned about the cost of housing.
Quality of Life

9 out of 10 in Takoma Park describe the quality of life 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

2010: 74%
2013: 82%
2016: 84%
2018: 87%

Much higher than benchmark
Neighborhood Problems

Traffic volume/number of cars
- Increased from 2014 (44%)

Speeding
- Increased from 2014 (40%)

Crime
- Decreased from 2014 (33%)

Parking
- Increased from 2014 (31%)

*moderate, major or extreme problem*
Quality of Community

Highest rated:
- Access to local public library: 92%
- Access to City of Takoma Park government buildings: 91%
- Access to public transit: 90%
- Cultural or arts events: 87%
- Sense of community: 87%

Lowest rated:
- Access to good quality affordable child care: 44%
- Availability of good quality affordable housing: 31%

rating as excellent or good

=higher than benchmark
=similar to benchmark
=decreased from 2014
Housing Conditions & Affordability

Housing Conditions

- 73% in your Ward
- 72% 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

rating as excellent or good

38%
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
Experiences of Discrimination

Percent of respondents reporting they were discriminated against:

- Race or Color: 5%
- Other Reason: 3%
- Disability: 2%
- Marital Status: 1%
- Children in Household: 1%
- Gender: 1%
- Use of a Housing Choice Voucher: 1%
- Religious Preference: 1%
- Criminal History: 0%
- Gender Identity: 0%
- Sexual Orientation: 0%
Experiences of Discrimination

Because of race or color:
- White: 0%
- Black: 8%
- Other or 2+ races/ethnicities: 14%
- Hispanic: 6%
- Non-Hispanic: 5%

Because of gender:
- Other: 20%
- Male: 0%
- Female: 0%

Because of sexual orientation:
- LGBTQ+: 2%
- Heterosexual: 0%

Because of marital status:
- Widowed: 6%
- Divorced: 2%
- Married/partnership: 0%
- Separated: 0%
- Single (never married): 0%

Because of children in household:
- Children under age 13: 2%
- NO children in HH: 0%
- Teenagers age 13 to 19: 3%
- NO teenagers in HH: 0%
Experiences of Discrimination
(among those who had experienced it)

- Leasing of business or commercial space: 10%
- Health care services: 14%
- Education: 12%
- Taxis/Rideshare (e.g., Uber, Lyft): 14%
- Access to City of Takoma Park resources: 20%
- Access to City of Takoma Park programs: 22%
- Responsiveness of City government: 33%
- Treatment by City officials: 35%
- Home ownership and/or rental housing: 38%
- Other: 47%

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

Similar to benchmark
### Ratings of City Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trash/ Recycling collection services</td>
<td>94%</td>
</tr>
<tr>
<td>Weekly yard waste collection</td>
<td>94%</td>
</tr>
<tr>
<td>Compost collection services</td>
<td>93%</td>
</tr>
<tr>
<td>Safety of City buildings</td>
<td>92%</td>
</tr>
<tr>
<td>Accessibility of City buildings</td>
<td>91%</td>
</tr>
<tr>
<td>Takoma Park Library programs</td>
<td>90%</td>
</tr>
</tbody>
</table>

- Highest rated rate as excellent or good
- higher than benchmark
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:

| Activity                                                                 | Percent
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect the natural environment of Takoma Park</td>
<td>87%</td>
</tr>
<tr>
<td>Reduce solid waste and promote recycling and composting</td>
<td>87%</td>
</tr>
<tr>
<td>Provide a variety of recreation opportunities to the community</td>
<td>84%</td>
</tr>
<tr>
<td>Provide safe walking routes throughout the city</td>
<td>76%</td>
</tr>
<tr>
<td>Maintain public infrastructure</td>
<td>72%</td>
</tr>
<tr>
<td>Plan effectively for the future</td>
<td>67%</td>
</tr>
<tr>
<td>Prepare the community for an emergency</td>
<td>53%</td>
</tr>
<tr>
<td>Provide appropriate monitoring of contractors doing work in the community</td>
<td>52%</td>
</tr>
<tr>
<td>Address traffic congestion</td>
<td>40%</td>
</tr>
</tbody>
</table>

*percent strongly or somewhat agree*
Interactions with City Employees

9 in 10 rated overall impression of City employees as excellent or good
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_.

Key Finding #4
Economic Development

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

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

- Takoma Junction: 86%
- Old Town: 93%
- Crossroads: 78%
- Long Branch: 76%
- New Hampshire Corridor: 75%
- Maple Avenue: 59%

*percent visited in last 12 months*
Use of Commercial Areas

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

- **food**: 92%
- **dining**: 76%
- **retail goods**: 66%
- **household items**: 65%
- **personal services**: 41%
- **vehicle maintenance**: 30%
- **pet products**: 22%
- **professional services**: 15%
Opportunities Most Lacking
What kinds of stores or services do you feel are most lacking in Takoma Park? (Please check all that apply.)

- Groceries: 57%
- Restaurants/bars: 35%
- Apparel and shoes: 31%
- Bottled wines and beers: 30%
- Fresh produce: 25%
- Department stores: 25%
- Baked goods and desserts: 21%
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

Envision the 6 Es of Action

https://www.n-r-c.com/the-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)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Percent in Population</th>
<th>Percent in Sample</th>
<th>Weight to bring to 50%</th>
<th>Unwt’d Rating of Parks</th>
<th>Parks rating with proper weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>50%</td>
<td>70%</td>
<td>0.714</td>
<td>80</td>
<td>(80 * .50)</td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
<td>30%</td>
<td>1.666</td>
<td>40</td>
<td>(40 * .50)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>100%</td>
<td>----</td>
<td>68</td>
<td>60</td>
</tr>
</tbody>
</table>