City of College Park
Resident Satisfaction Survey 2010

SURVEY REPORT

Report prepared by the City of College Park
February 2011

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INTRODUCTION

The Resident Satisfaction Survey was administered mainly as an online survey with the option to request a paper version. The survey time period began on November 3, 2010 and ended in early January 2011. Due to the online nature of the survey, it was advertised in a variety of ways, including the following:

- Advertisement in the Municipal Scene
- Information on the Citywide Cable Channel
- Postcards sent to residents in the resident information guide packet sent to every household in the city in early November. These postcards were also available in the lobby of City Hall.
- Emails sent to Civic Association leaders to share with their membership.
- Emails sent to the City Council to share with their constituents.
- Email advertisement sent from the 21st Delegation to members of their email lists.
- Surveys distributed to every household in the city-owned Spellman House building.
- Surveys made available for residents in the Attick Towers building with an advertisement in their newsletter.
- A posting in the "current news" section of the city website.
- Information about the survey provided in the College Park Patch.
- Announcements about the survey at regular City Council meetings and worksessions.

City staff mailed the 2010 resident survey instrument (Appendix A) to 55 residents. Although Spanish surveys were available, no one called to request a paper Spanish version. The remainder of the surveys (470) was completed online through the URL: www.collegeparkmd.gov/survey. A Spanish online survey was also available. Only one Spanish survey was completed this year. Although the 2010 survey is the first online College Park survey, the total amount of surveys received (525) was comparable to previous years (633 surveys in 2008 and 613 in 2006).

The following sections of this report analyze the results of the quantitative questions in the survey. The results are briefly reported and compared with the results from previous surveys. Although the City asked the socio-demographic questions in the last section of the survey, the results of these questions are presented first. The appendices contain detailed results for each question in the survey order. Older survey reports can be found at www.collegeparkmd.gov/resident_survey.htm.

RESULTS

Socio-demographic characteristics of survey respondents (Section 9: About You)

Survey participants represented a mix of community members across various demographic characteristics such as geographic area, number of years in College Park, age, and race/ethnicity:

- **Geographic area:** The distribution of respondents within College Park spread unevenly throughout the city with most of the survey respondents reporting residency in the Calvert Hills (24%), Hollywood (20%), and College Park Woods (15%) neighborhoods. These three neighborhoods accounted for over half of all survey participants, similar to previous surveys. In 2008, Hollywood led, followed by Calvert Hills and Daniels Park respectively. In 2006 and 2004, Hollywood led, followed by Daniels Park and Berwyn respectively. It should be noted that the neighborhood map was more clearly defined before the 2010 survey and some of the neighborhoods, such as Daniels Park, Oak Springs, and Branchville, were combined. Also of note, 67 respondents provided no answer to this question. Table 1 displays this year's survey participation by neighborhood.

Table 1: Survey Participation by Neighborhood

Q36: In what City neighborhood do you live? (Please refer to the map for neighborhood boundaries)			
Neighborhood	**City Council District**	**Number of Survey Respondents Providing a Response**	**Percent of Respondents**
Camden – Wynfield Park	1 & 4	3	1%
Sunnyside	1	13	3%
Hollywood	1	91	20%
Daniels Park – Oak Springs – Branchville	1 & 2	52	11%
Berwyn	2	31	7%
Lakeland	2	15	3%
College Park Estates – Yarrow	3	26	6%
West US Route 1	2 & 4	6	1%
Old Town	3	28	6%
Calvert Hills	3	110	24%
Southwest US Route 1	3	4	1%
College Park Woods	4	68	15%
Crystal Springs	4	8	2%
Autoville – Cherry Hill	4	7	2%

- **Number of years in College Park:** Nearly two-thirds (65%) of the survey respondents lived in College Park for 10 or more years. About one-fourth (28%) had been in College Park for 30 or more years, 16% for 20-29 years, 21% for 10-19 years, 14% for 6-9 years, 14% for 2-5 years, and 2% for less than 2 years. The number of long term residents (over 30 years in College Park) decreased from 39% in 2008 to 28% in this year's survey.

- **Age:** Similar to previous surveys, survey respondents tended to be older with about two-thirds of respondents age 45 or older. About one-third (35%) were 62 or older, 33% were age 45-61, and 27% were aged 25-44. However, unlike previous surveys, the number of respondents under the age of 45 increased in the 2010 survey (23% in 2008 and 33% in 2010).

- **Race/ethnicity:** About four-fifths of respondents to this survey item were white (82%). Nine percent were African-American, four percent were Asian, two percent were Latino, two percent were American Indiana or Alaskan Native, one percent were Native Hawaiian or Pacific Islander, and two percent indicated an "other" race or ethnic origin. About 15% of all survey respondents either skipped this item or declined to answer; a few objected to this question being included in the survey.

Section 1: City Services

A: Public Works

- **Refuse:** Similar to previous surveys, respondents' perceptions of refuse collection, including regular trash collection, bulk and/or special trash collection, single-stream recycling, weekly collection of grass clippings, brush and tree limb collection, and curbside leaf collection, were overwhelmingly positive. For each of these services, 78–97% of respondents rated the services as either "excellent" or "good." Figure 1 summarizes all ratings for Public Works services.

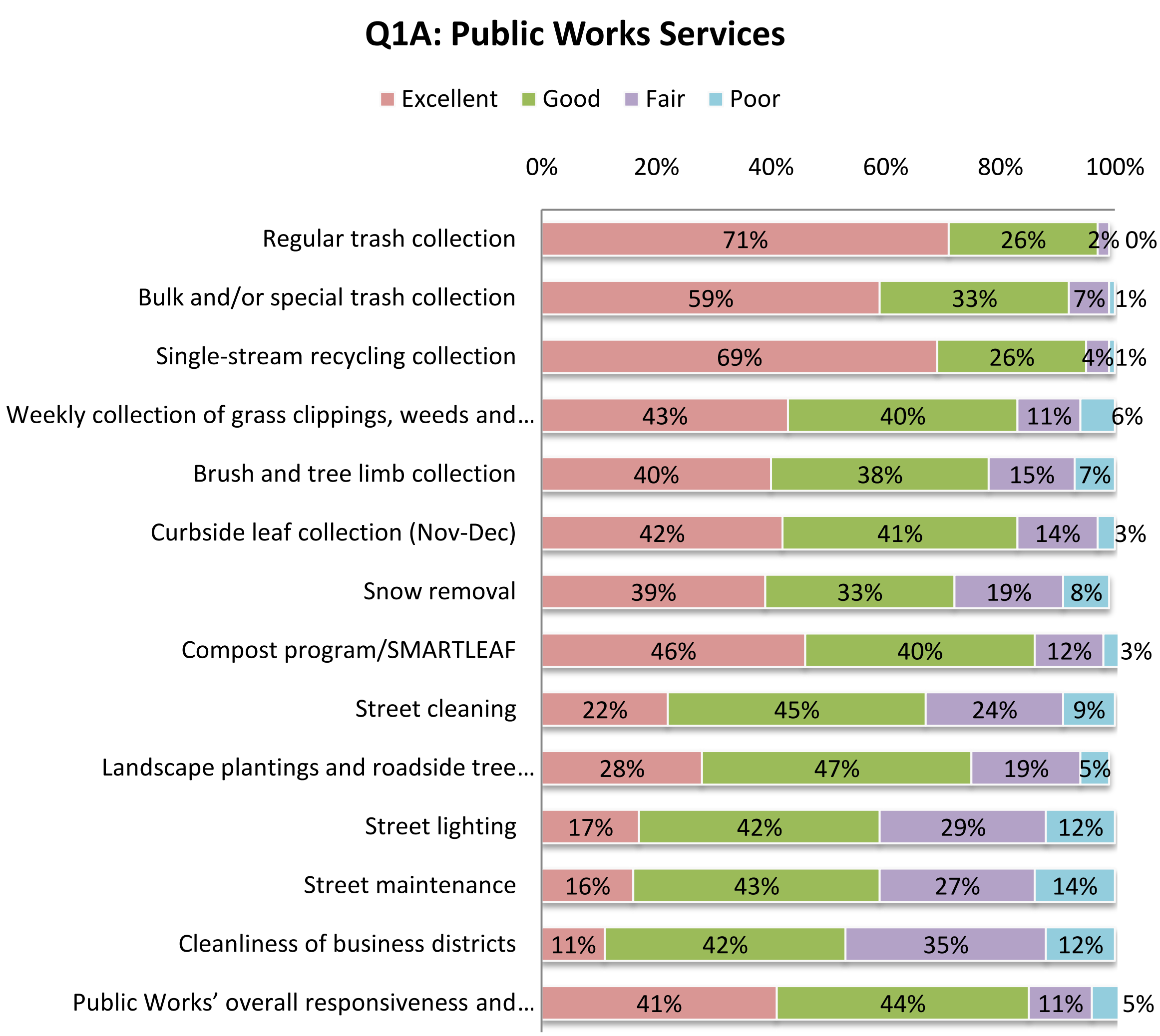

Figure 1: Public Works Service Ratings

- **Snow Removal:** Snow removal ratings decreased from the 2008 survey. As shown in Figure 1 above, 72% of respondents rated snow removal as excellent or good. In 2008, it was 78% of respondents which was up from the 76% of respondents in 2006. The major snow storm of 2009 may have impacted the responses to this question.

- **Street lighting:** As shown in Figure 1, only 59% of respondents rated street lighting as excellent or good. This is lower than the 2008 survey (66%) and the 2006 survey (64%).

- **Cleanliness in business districts:** Ratings for the cleanliness in business districts increased from 2008 to the 2010 survey. In 2008, only 51% of respondents rated the cleanliness of business districts as excellent or good. In 2010, this figure slightly increased to 53%.

B: Parking Enforcement:

- **Commercial / retail areas:** Perceptions of parking enforcement in commercial / retail areas significantly increased from previous surveys. The percent of respondents rating parking enforcement in commercial / retail areas as excellent or good was 82% in the 2010 survey while it was only 59% in 2008 and 60% in 2006.

- **Neighborhoods:** Positive perceptions of parking enforcement in neighborhoods also increased from previous surveys. In 2008 it was 61% and in 2006 it was 53%, while in 2010 it was 64%. Figure 2 summarizes these results for parking enforcement services.

Q1B: Please rate the following Parking Enforcement services

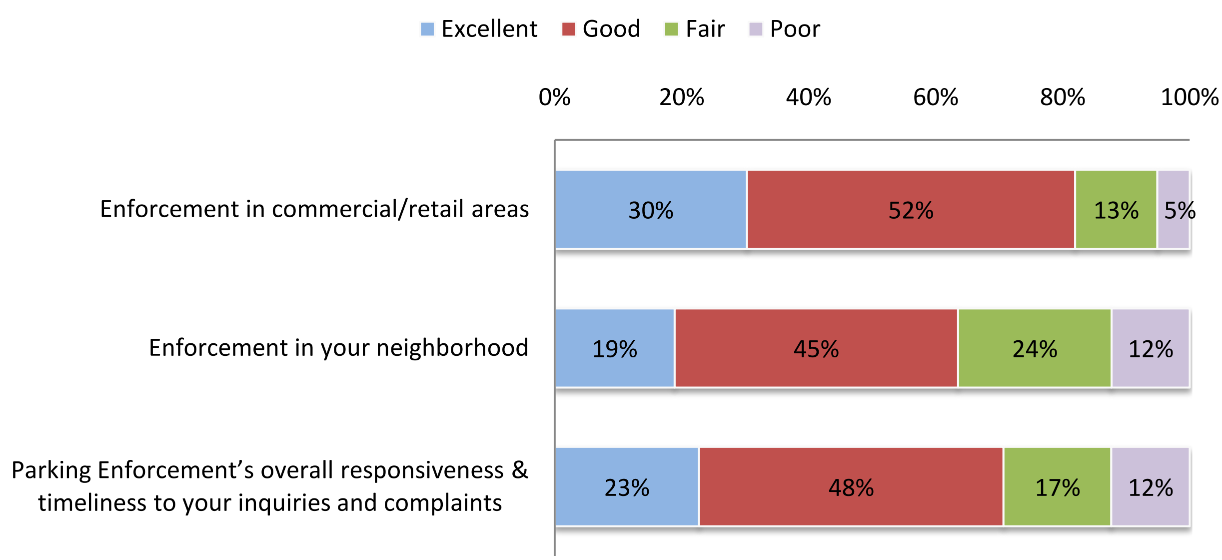

Figure 2: Parking Enforcement Ratings

C: Animal Control:
Satisfaction with animal control services significantly increased from the 2008 survey. Only 53% of 2008 respondents and 51% of 2006 survey respondents rated animal control services as excellent or good. However, in the 2010 survey, 75% of respondents rated the service as excellent or good.

D: Code Enforcement:

- **Cleanliness and property maintenance:** Perceptions increased to 64% of respondents in 2010 finding the cleanliness and property maintenance in commercial / retail areas to be excellent or good. This was only 48% in 2008. Perceptions of cleanliness and property maintenance in neighborhoods only increased slightly (57% in 2010 from 54% in 2008 for cleanliness; 56% in 2010 from 51% in 2008).

- **Noise:** In commercial / retail areas in the city, positive perceptions of noise enforcement increased from 45% in 2008 to 66% in 2010. Noise enforcement perceptions in neighborhoods were higher in the 2010 survey (59%) than in the 2008 survey (50%). Figure 3 summarizes all code enforcement service ratings.

Q1D: Please rate the following Code Enforcement services

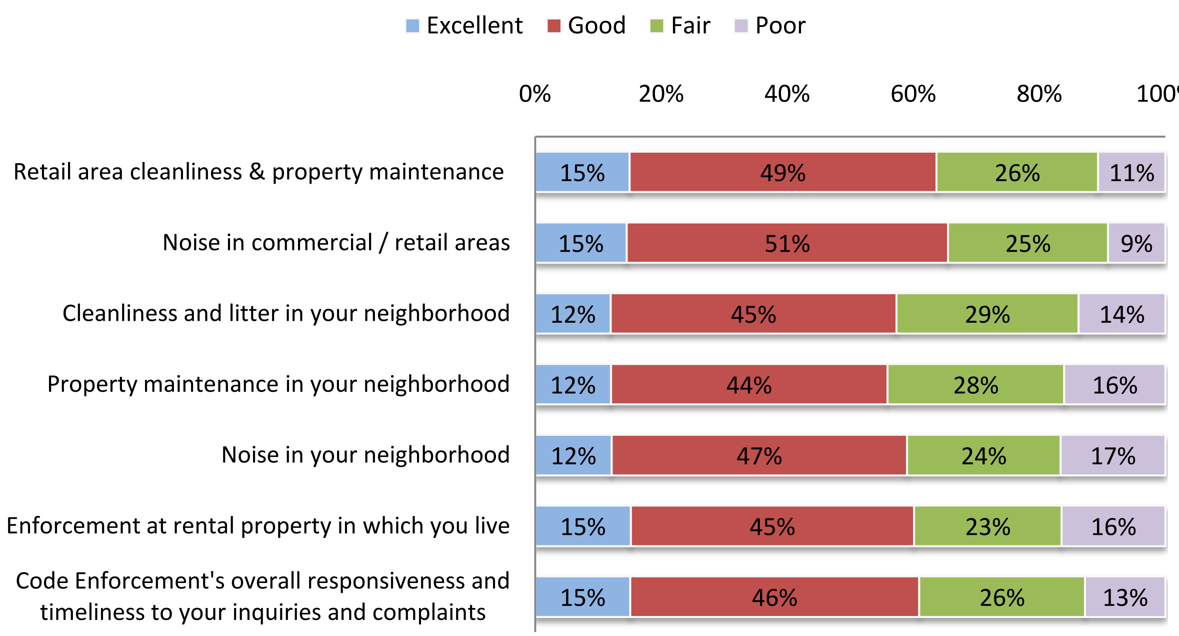

Figure 3: Code Enforcement Ratings

- **Enough Code Enforcement?** Just slightly above half (53%) of survey respondents said that they feel the amount of code enforcement in their neighborhood is "enough" code enforcement. 36% said that they do not have enough enforcement, and 11% said they have too much enforcement.

E: Youth, Family, and Senior Services:

- **Counseling, Community Outreach, and Seniors Programs:** Unlike previous surveys, this survey specifically asked survey respondents to skip these questions if they were not a senior (aged 62 and above) or a parent of a young child. This resulted in a more accurate account of the quality of these programs. Only 7% of respondents stated that they were unaware of specific services offered by Youth, Family, and Senior Services, in comparison with over 60% of survey respondents (67%) in 2008 and years prior. Of those fitting the required demographic to answer these questions, 84% of respondents rated the youth and family programs as good or excellent and 84% of respondents rated the seniors programs as good or excellent. Figure 4 summarizes these responses.

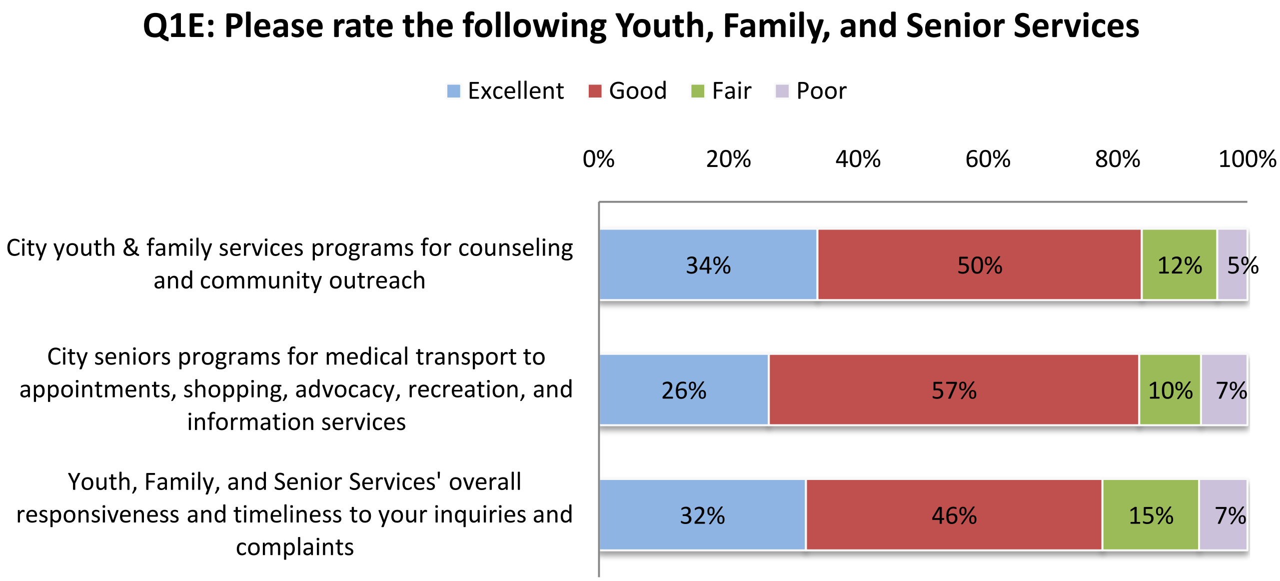

Figure 4: Youth, Family, and Seniors Service Ratings

Table 2: Seniors Programs

Q1E3-5: SENIORS ONLY (age 62 and up)					
	Number of Survey Respondents Providing a Response	**Number of Survey Respondents Providing a 'Yes' Response**	**Percent of Survey Respondents Providing a 'Yes' Response**	**Number of Survey Respondents Providing a 'No' Response**	**Percent of Survey Respondents Providing a 'No' Response**
Do you sometimes need help getting to medical services?	179	29	16%	150	84%
Do you sometimes need help filling out Medicare forms?	180	21	12%	159	88%
Are you aware of the City discount drug program?	182	51	28%	131	72%

- **Senior Medical Programs and Assistance:** The overwhelming majority of senior respondents to the survey reported that they did not need help getting to medical appointments or help filling out Medicare forms. 72% of respondents reported that they were unaware of the City discount drug program. Table 2 summarizes these results.

F: General City Services:

- **Overall Quality:** As shown in figure 5, the vast majority of survey respondents (85%) feel that the overall quality of the City of College Park services is excellent or good. In 2008, it was 73%. This increase is consistent with previous surveys.

- **Value for Tax Dollar:** This question also saw a significant increase in positive responses. 71% of survey respondents felt they received a good level of services for the value they pay in City taxes. In 2008, it was only 56% and 52% in 2006.

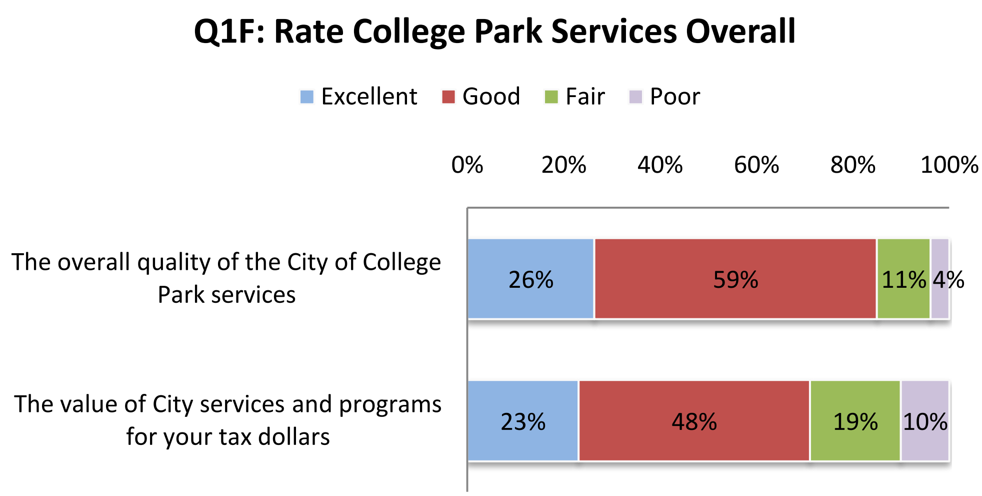

Figure 5: College Park Services Overall

Section 2: Getting City Information

- **Usefulness of Current City News Sources:** Most respondents (74%) positively perceived the City's efforts to inform the public. 80% of respondents view the Municipal Scene as a useful information source (an increase from the 48% in 2008 and the 41% in 2006). 87% of respondents find the Resident Information Guide as a useful resource as well. Figure 6 summarizes these results.

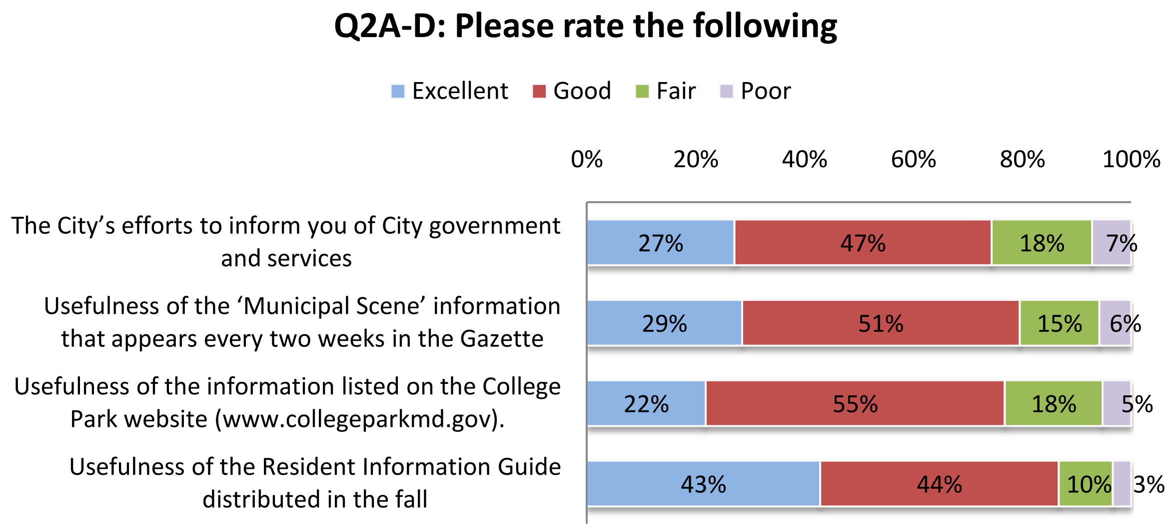

Figure 6: Getting City Information (Current Resources)

- **Cable Channel and Live Broadcasts:** Most respondents (79-80%) stated that they only "occasionally" watch the College Park Cable Channel and live or rebroadcast recordings of the City Council meetings.

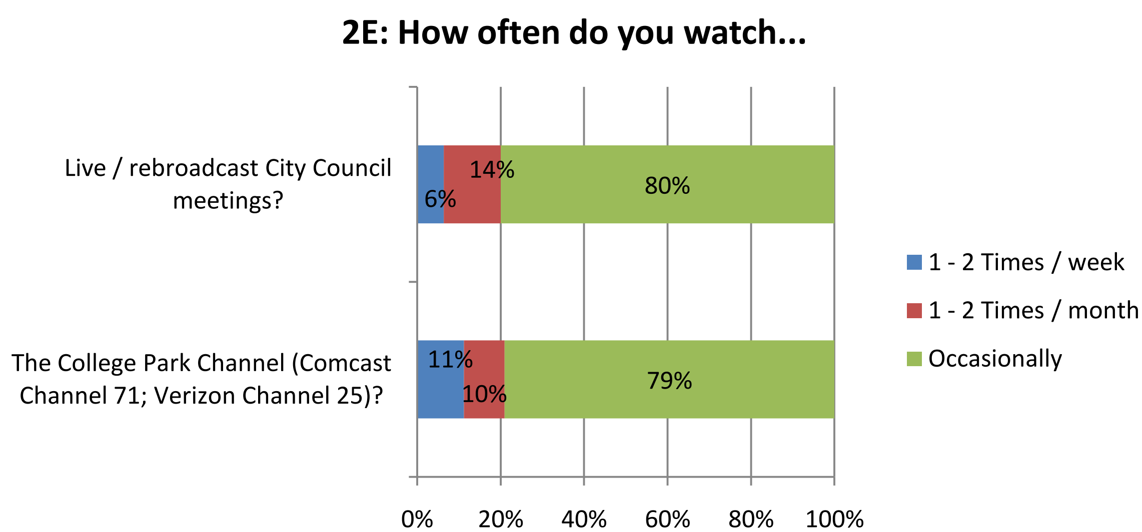

Figure 7: Cable Channel and Live Broadcasts

- **Information Gathering?** Similar to 2008, most people use the Gazette (66%), word of mouth (49%), city website (42%), and a call the city (34%) to get City information. The bulletin board and the cable channel were not widely used (less than 10% each). The Diamondback increased in popularity since the last survey (from 10% to 25%). Figure 8 summarizes the distribution of information sources.

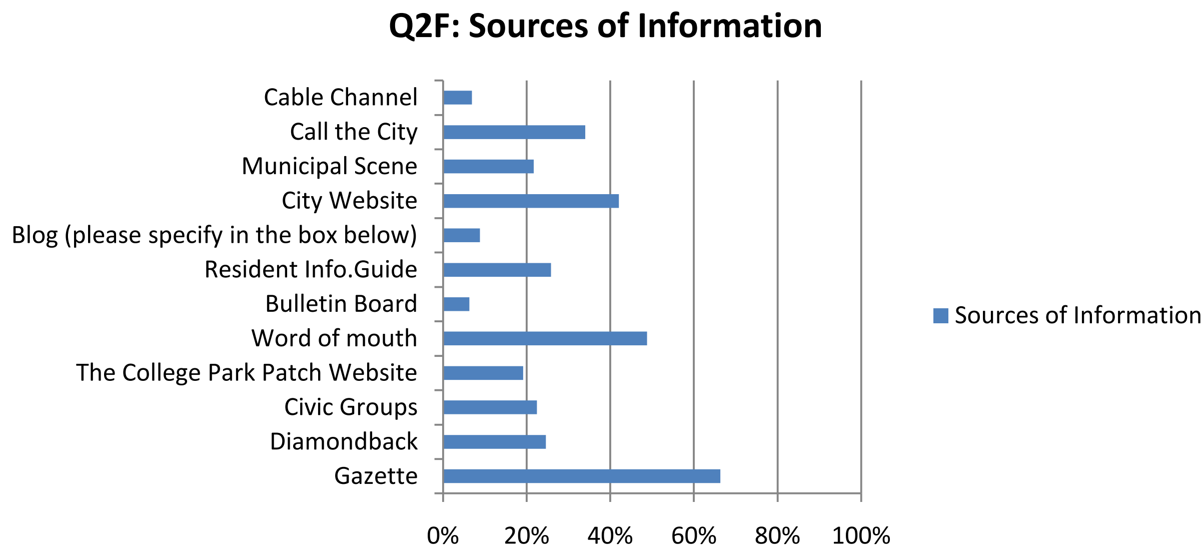

Figure 8: Sources of Information

- **Social Media, Internet Access, and Preferred Method of Communication:** New to the survey this year were questions about social media, internet access, and residents' preferred method of communication. 70% of respondents were not interested in social media sites for city information. Overwhelmingly, many respondents had internet access (92%) and they primarily preferred email communication (68%). The other communication options were about the same at 35%.

Section 3: Quality of Life

- **Public Safety:** Although 63% of respondents find pedestrian safety to be very safe or safe in the city (increase from 61% in 2008), the number of pedestrians that do not feel safe in the city continues to increase (from 27% in 2008 to 28% in 2010). 81% of respondents feel very safe or safe in a vehicle throughout the city. Of the other safety categories, people reported the highest perception of public safety in their own residence (87%) and in their neighborhood (77%). People reported the lowest perception of safety near the Greenbelt metro station (only 36% of respondents said it is very safe or safe). These results are very similar to those in 2008. It should be noted for all these safety ratings that, where possible, respondents commented that they felt safe during the day but not at night, prompting perhaps biased results similar to in 2008. Figure 9 summarizes these results.

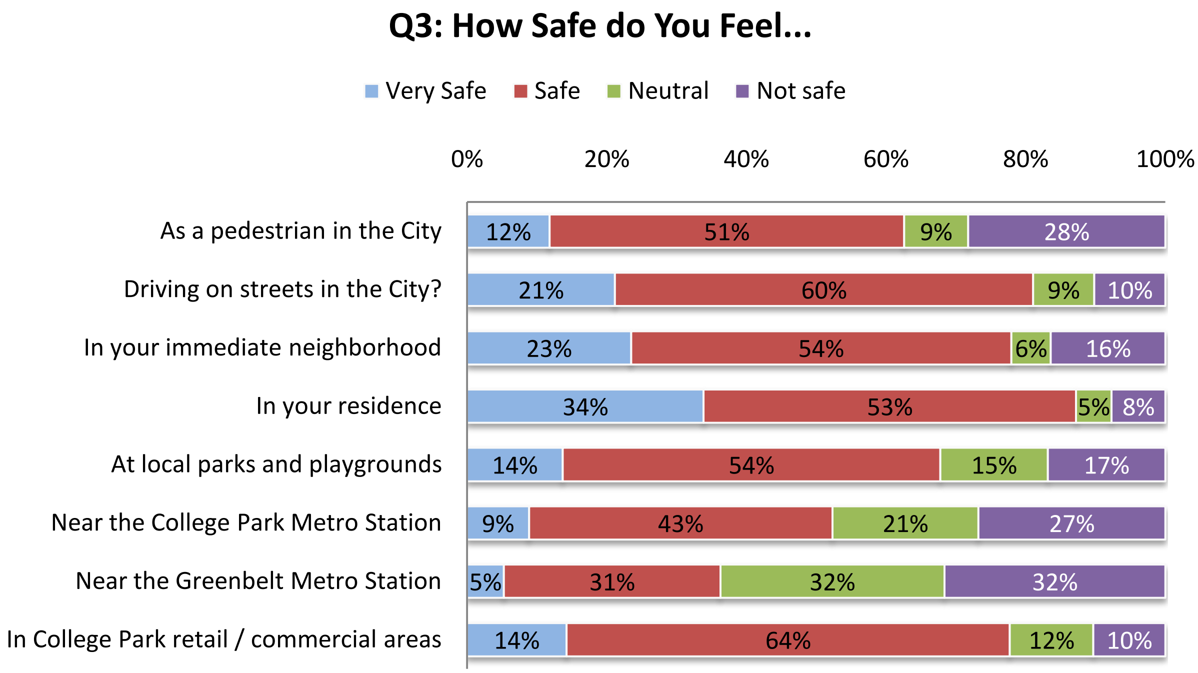

Figure 9: Public Safety

- **Police, EMS, and Fire:** New to the survey this year are questions about police, EMS, and fire safety services. Figure 10 summarizes the results. Overall, most respondents positively perceive public safety services. The Police's efforts to keep the community informed and the activeness of the Neighborhood Watch programs in different neighborhoods throughout the city received a greater percentage of "poor" than the rest of the services.

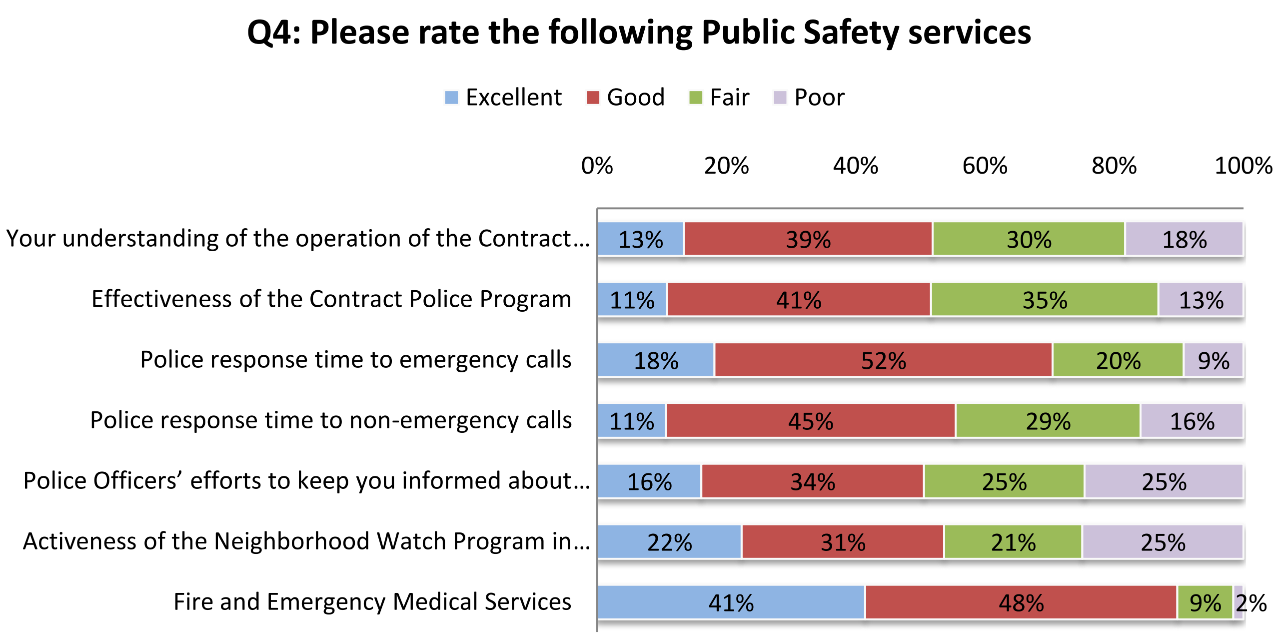

Figure 10: Public Safety Services

- **Like Most in Your Neighborhood:** This was an open-ended question. The full comments can be found in Appendix B.

- **Like Least in Your Neighborhood:** Open-ended question. Full comments in Appendix B.

- **Physical Condition of Housing and Community Amenities:** Similar to 2008, respondents perceive the community housing conditions and community amenities in Figure 11 as pretty positive overall, except for two: the availability of sidewalks and the availability of roadway bike lanes. In both of those categories, 34% of respondents rated them as poor.

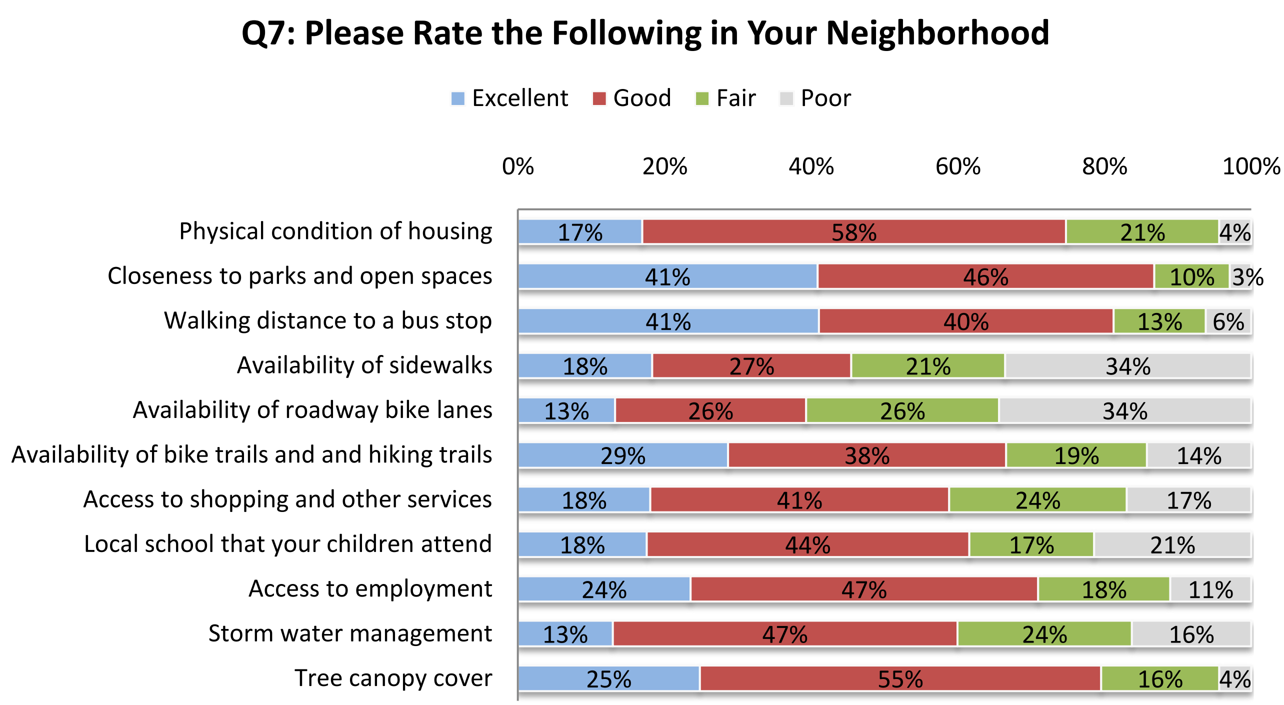

Figure 11: Community Amenities

Section 4: Economic Development

This is a completely new section this year. Many of the responses are meant to guide city staff along as they pursue these issues in the future.

- **Local Shopping:** Respondents infrequently shop in any of the city commercial districts. However, 70% and 65% of respondents said that they shop in the downtown district and Hollywood district (respectively) 1 – 4 times per month or more. 73% of respondents use the www.ShopCollegePark.org website only 1 – 4 times per year. As advertisement for the website increases, more people will likely use the site more often. Figure 12 summarizes information about these services.

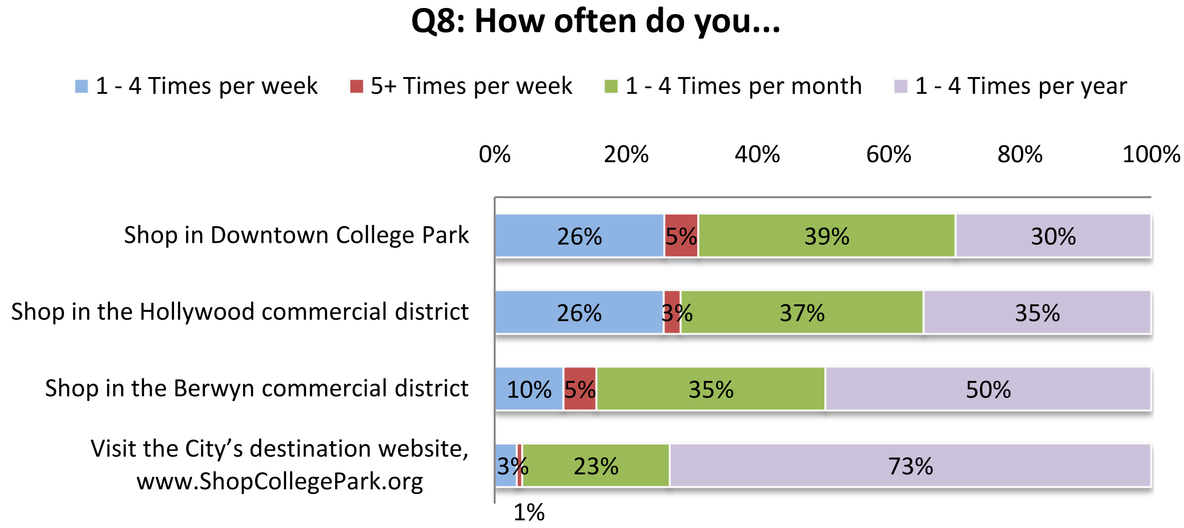

Figure 12: Local Shopping and Dining

- **ShopCollegePark.org Website Features:** Respondents would like to see more coupons (80%) and restaurant reviews (72%) on the www.ShopCollegePark.org website.

- **Three most frequented businesses:** This was an open-ended question. The results are in Appendix B.

- **Three most preferred retail and restaurants that people would like to see in College Park:** This was an open-ended question. The results are in Appendix B.

- **Type of businesses people would like to see in College Park:** This was an open-ended question. The results are in Appendix B.

Section 5: Parks and Recreation

- **City Parks, Playgrounds, and Athletic Fields:** 85% of survey respondents found the existing parks in the city to be excellent or good.

- **Preferred Community Resources:** 43% of respondents stated that they would like a community garden or more open / green space in their neighborhood. Figure 13 summarizes respondent preferences.

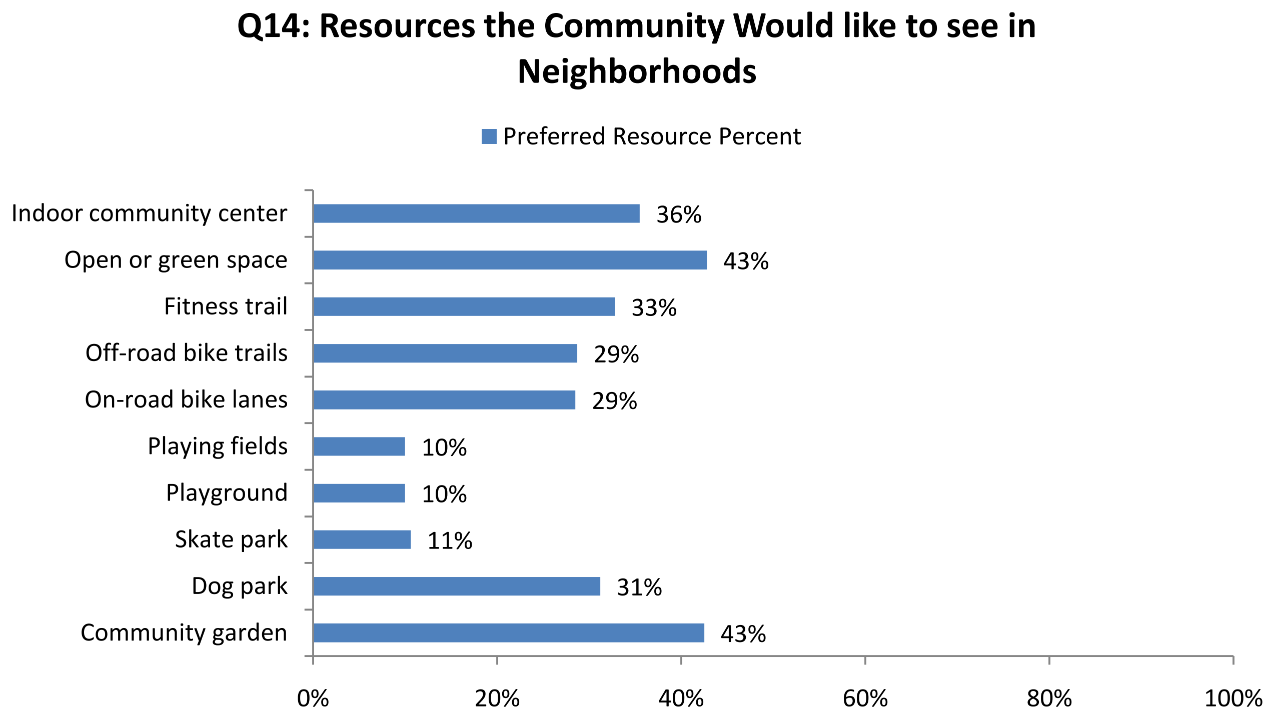

Figure 13: Preferred Resources

- **City-Sponsored Events:** Of all of the City-Sponsored events, the most well attended according to the survey data are the 4th of July Celebration (61%) and College Park Day (57%). Figure 14 summarizes the events and attendance.

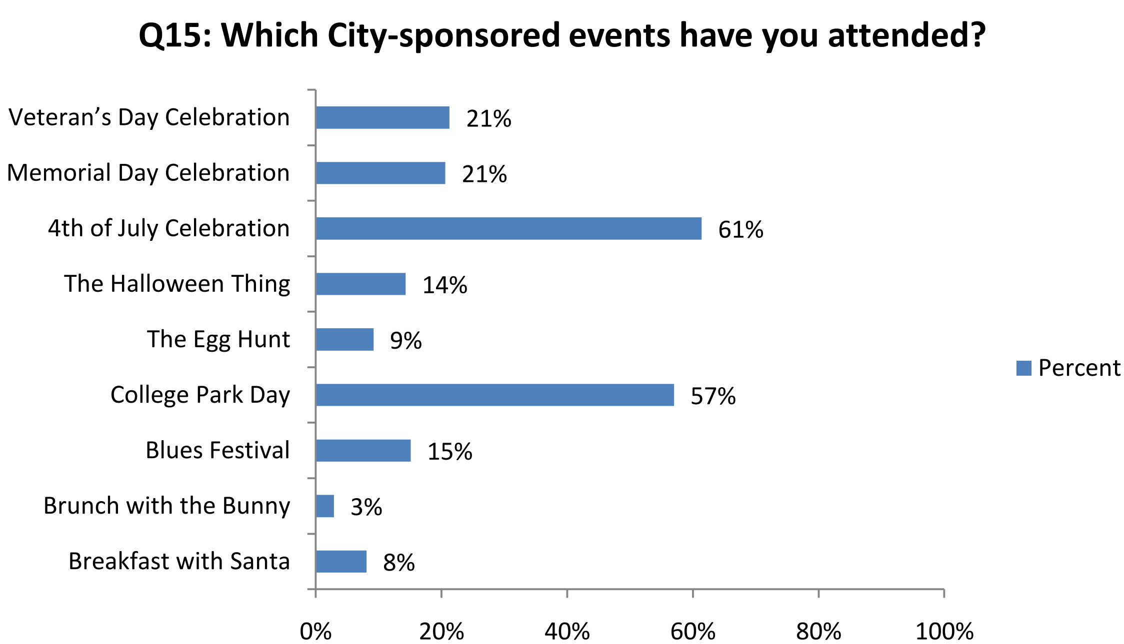

Figure 14: City-Sponsored Events

Section 6: Environment and Recycling

- **City-Offered Recycling:** This was an open-ended question. Most respondents used it as an opportunity to complement the DPW on the quality service they provide in relation to recycling.

- **Saturday drop-off events:** 56% of respondents have never used Saturday drop-off events. Of those people who have used the Saturday collection, most of them (62%) use both fall and spring events instead of just spring or just fall. Using Saturday drop-off events for electronics recycling (64%) or bulky items (59%) seem to be most popular.

- **Motor oil and City Processed Materials:** Many respondents (62%) were unaware of the City's 24-hour drop off container at DPW for used motor oil. A fair number of respondents utilize the City's processed materials. 77% of respondents used the SMARTLEAF compost and 44% of respondents have used the wood mulch.

- **CBE Workshops:** Workshops of most interest to survey respondents include: energy efficiency (66%), gardening (63%), and rain gardens (50%). Figure 15 summarizes the workshop preferences.

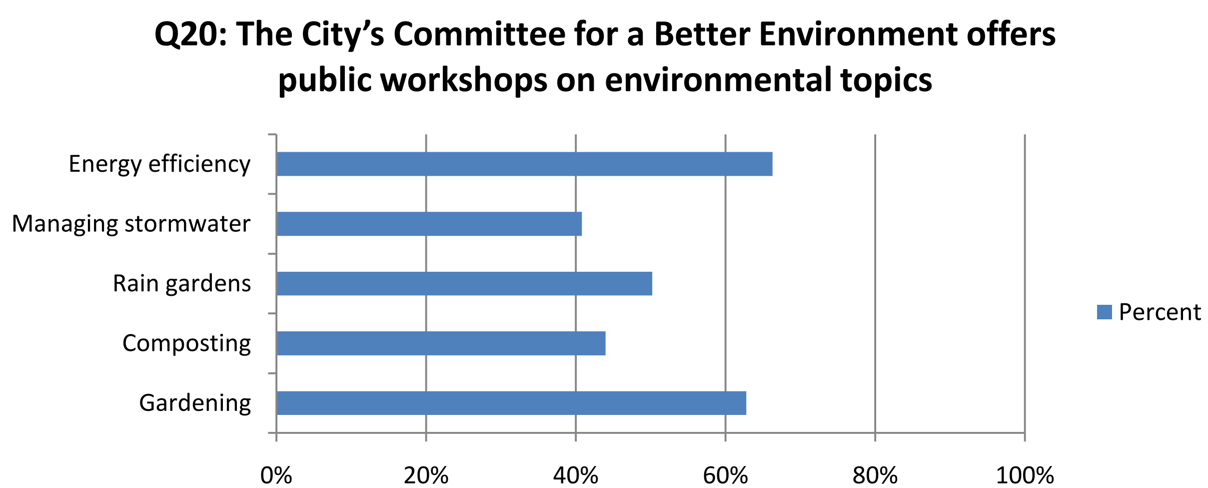

Figure 15: Committee for a Better Environment Potential Workshop Topics

- **Energy Audits and Energy Efficiency:** Most survey respondents reported an interest in participating in financial incentives (80%) and free home energy audits (67%).

Section 7: Transportation

- **Public transportation and how people get to Metrorail:** This is another new section to the survey this year. Respondents show that they use the downtown parking garage, the Shuttle-UM, the Prince George's County "The Bus," and Metrobus very seldom. Roughly 62% - 69% of respondents stated that they use these resources only 1 – 4 times per year. Figure 16 shows the distribution of answers to this question. Figure 17 gives more evidence to show that people use their cars or walk more than they take any of the bus services (even when they are using Metrorail). 54% walked in 2010, and 37% went by car. Both of these are increases from the 2008 survey (31% and 26% respectively).

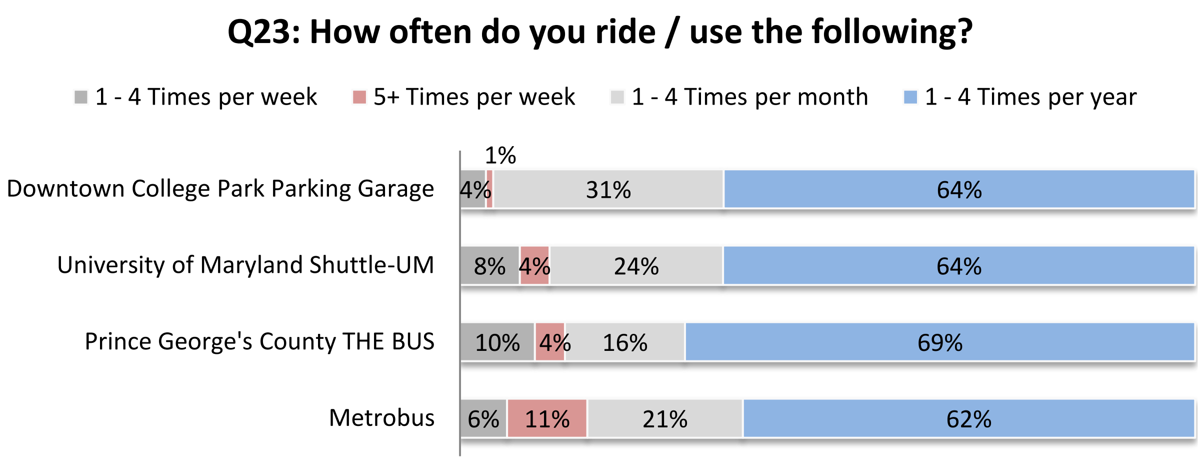

Figure 16: Frequency of Bus Riding and Garage Use

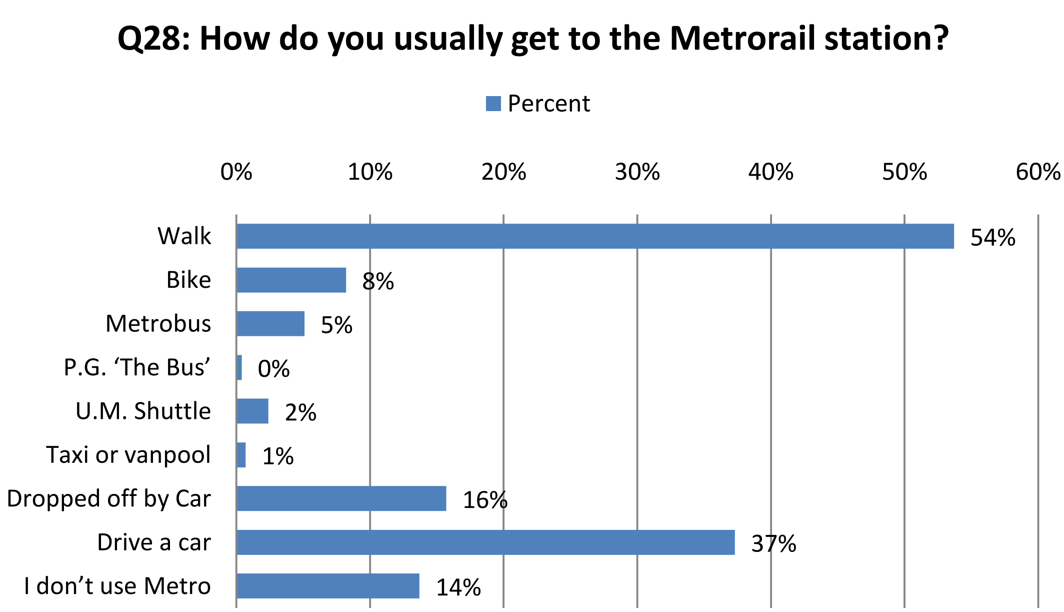

Figure 17: Transportation to Metrorail Stations

- **Bikes and bike sharing:** Responses to the question about why residents use bikes presented mixed information. 44% of the respondents reported not riding a bicycle at all, while 42% of respondents reported using a bicycle mainly for recreation. Respondents were not interested in paying a small fee for a bike-sharing program (83% of respondents stated they would "not likely" utilize the bike sharing program). Although a very small number of respondents showed interest in a bike sharing program for a small fee (17%), many respondents answered the question about where bike sharing facilities should be located. Figure 18 summarizes those options. Most respondents wanted to locate the bikes at the College Park Metro Station (89%).

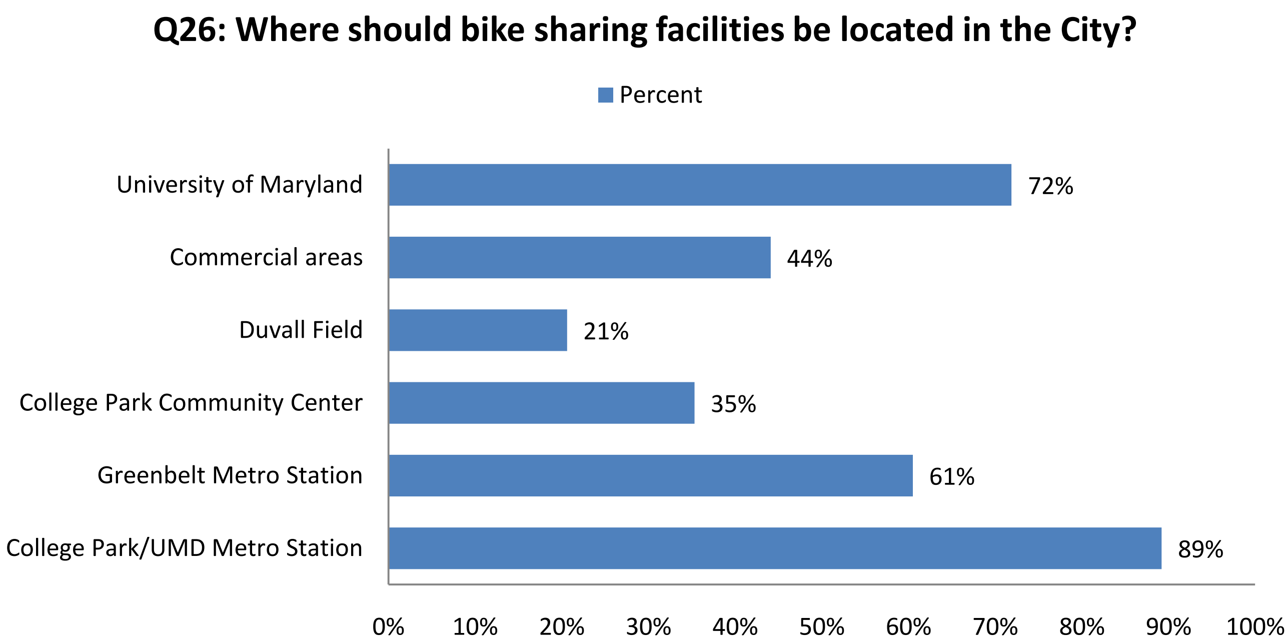

Figure 18: Bike Sharing Facilities

- **Miles commuted to work:** The commuting question reflects the age of the survey respondents: over 30% either didn't answer or responded "less than 1 mile." This probably means that a large percentage of respondents are retired. It should be noted that the "not applicable" response (for retirees and others who don't work outside the home) was not an answer option and neither was "retired." This should be taken into account for the next survey. Figure 19 summarizes the miles commuted responses.

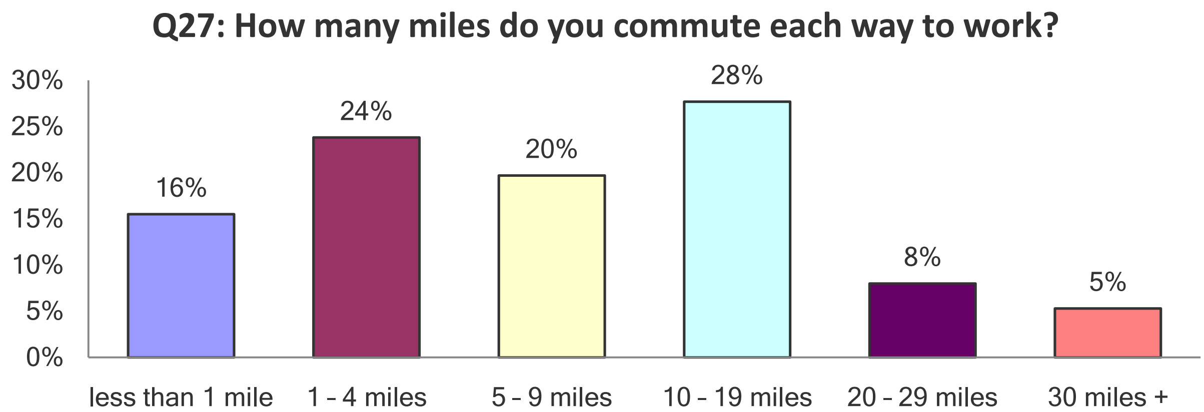

Figure 19: Miles Commuted to Work Each Day

Section 8: Rate College Park

- **College Park Characteristics:** For ratings of College Park as a whole, vibrancy of downtown, cost of living, shopping opportunities, dining opportunities, recreation opportunities and cultural opportunities, all received mediocre ratings, often with as many as half of respondents giving a fair or poor rating. This very closely reflects the results from the 2008 and 2006 surveys. The transportation network received a much more favorable rating, with 70% (61% in 2008) giving it a positive rating. Figure 20 summarizes these findings.

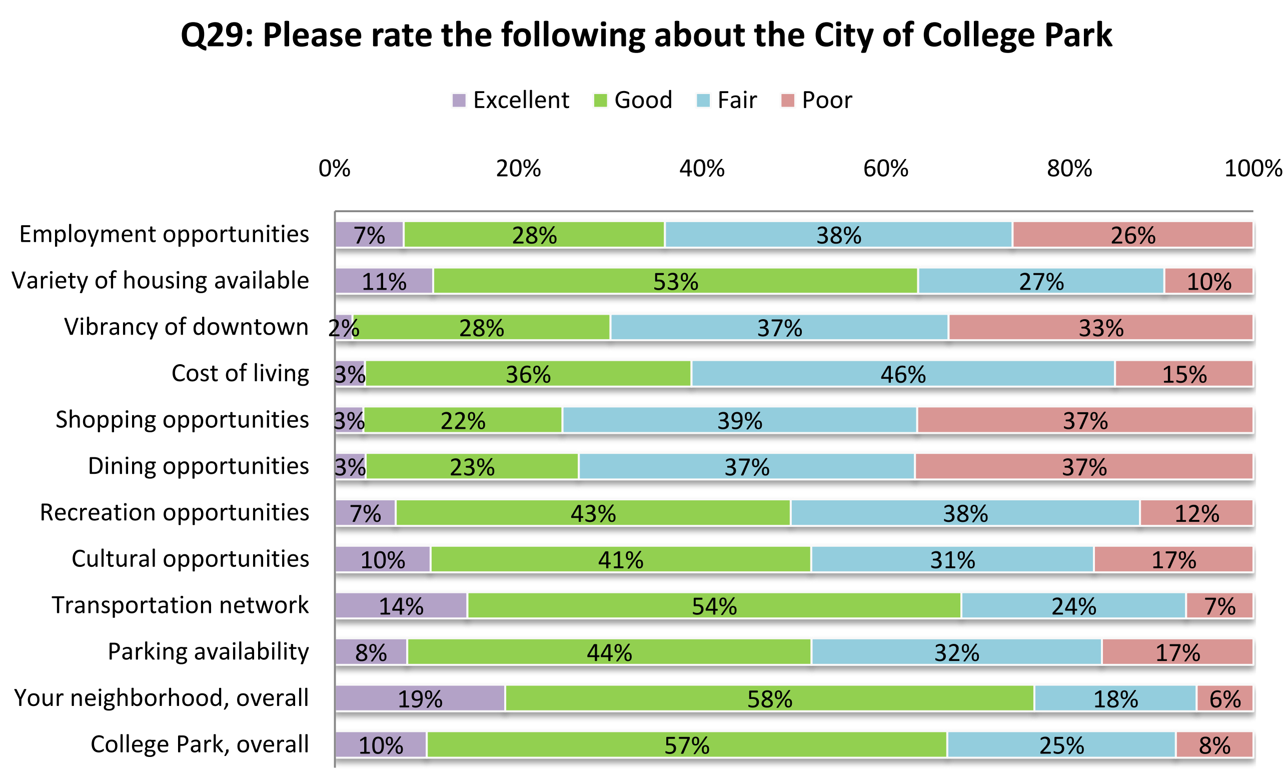

Figure 20: College Park Characteristics