City of College Park
Resident Satisfaction Survey 2012

SURVEY REPORT

85% Satisfaction with the Resident Information Guide

↓%

75% of respondents will likely stay in College Park for the next three years.

↑% Shuttle-UM frequent ridership almost tripled in the past two years.

↑% **98% of respondents satisfied with trash collection.**

↓% 53% of respondents are less than satisfied with the availability of sidewalks.

↑% **Over 75% of respondents satisfied with service quality for their tax dollar.**

76% of respondents feel safe in their immediate neighborhood and residence.

Respondents would like to see improvement to the city's tree canopy.

↓% 68% satisfaction with parking enforcement in retail areas.

78% of respondents know what a carbon footprint is.

2012 Resident Satisfaction Survey Report Table of Contents:

Report prepared by Chantal R. Cotton on behalf of the City of College Park.

Introduction and Background:

The City of College Park Mayor, City Council, and City Administration organize the Resident Satisfaction Survey every two years to assess resident satisfaction with city services. The survey instrument, created by the City Council and city staff, presents questions which measure city staff performance as well as questions that provide some resident opinions of potential new programs for the City to pursue. Many survey question response percentages serve as performance measures in the annual City budget. The other questions provide useful additional input into potential new city programs.

The 2012 Resident Satisfaction Survey was administered predominantly as a web-online survey from October 1, 2012 to November 9, 2012. Households also had the option to complete a paper version of the survey upon request. Every occupied household in College Park was invited to complete the survey form (Appendix A). Due to the online nature of the survey, it was advertised through all known communication outlets including the following:

- Advertisements in the Municipal Scene through the Gazette Newspaper.
- Information on the Citywide Cable Channel.
- Postcards sent to residents with the Resident Information Guide packet sent to every household in the city in late September.
- Emails sent to Civic Association leaders to share with their membership. Also announcement presentations at regular Civic Association meetings in October.
- Emails sent to the City Council to share with their constituents.
- An email sent through the Office of Off-Campus Housing to students living in neighborhood homes.
- Advertisements through the Student Liaison to high rise buildings (where allowed).
- Surveys distributed to every household in the Spellman House building with an accompanying letter.
- Surveys distributed to every household in the Attick Towers building with an accompanying letter.
- A posting in the “current news” section of the city website.
- Distributed Press Release
- Information about the survey provided to the College Park Patch and the Diamondback.
- Announcements about the survey at regular City Council meetings and worksessions.

Report Overview:

The following report sections analyze quantitative question results in the survey. The report briefly presents 2012 survey results and compares the results with 2010, 2008, and 2006 resident survey results, where possible. Please note that on questions new to this year’s survey, previous analysis is unavailable. Also note that, while the socio-demographic questions were asked last in the survey, the results are presented first in the report. The appendices contain detailed results for each question in survey question order. Older survey reports can be found at www.collegeparkmd.gov/resident_survey.htm.

Interpreting "Don't Know" Responses:

The percentage of respondents who gave the response of "don't know" potentially can provide information reflecting how often respondents utilize city services. "Don't know" responses were not included in the tables or charts. Throughout the report, analysis that excludes the "don't know" respondents is denoted as the percentage of respondents who "provided a response" or "had an opinion."

Comparison to Other Communities (Benchmarking):

An investment in resources, such as the International City/County Management Association (ICMA) *Center for Performance Measurement*, could provide tools necessary to thoroughly compare many College Park survey results to other communities nationwide.

Executive Summary

City staff received a total of 324 surveys, 48 of which were paper surveys (including surveys from Spellman House and Attick Towers), and 276 of which were completed online through the URL: www.collegeparkmd.gov/survey. The total number of surveys received (paper or online) represented a 5% response rate for the 2012 survey, down from 8% (529 surveys) in 2010 for the first online survey. This year's notable decrease in response rate continues a downward trend in response rate and total responses since the survey inception in 2002. For more information, see the "Response Rate" narrative in the "Results" section of the report.

Although Spanish surveys were available, no one requested a paper Spanish version or completed the online Spanish version of the survey. This could be a result of limited survey advertisement in Spanish.

Similar to previous survey years, respondents clustered more heavily in certain neighborhoods. Most were older residents who have lived in the city for quite some time. The "Demographics" section of the report gives more information about the particular number of responses by neighborhood and other respondent characteristics.

Customer service: Respondents were asked how responsive and timely each division was to their concerns. With the exception of the Public Works department, respondents rated the other departments' and divisions' responsiveness and timeliness lower in 2012 than in 2010.

Respondents remained generally satisfied with Public Works services. Parking Enforcement services mostly maintained previous ratings with a few decreases. Respondents rated Animal Control services lower in the 2012 survey than the 2010 survey although the ratings remained higher than other previous survey years. Satisfaction with Code Enforcement in both commercial / retail areas as well as neighborhoods decreased in the 2012 survey from previous years. Noise Control Code Enforcement also received less positive responses in the survey. While Youth and Family Services received mostly positive ratings, Seniors Services received a less positive rating than previous years.

Overall, respondents' maintained a relatively positive perception of public safety in the city with the exception of safety as a pedestrian safety and near the Metrorail stations. The percentage of respondents feeling less safe as a pedestrian in the city decreased simultaneously as the percentage of respondents feeling safe decreased. This implies that more people feel neutral about public safety as a pedestrian in the city. Respondents continue to feel less safe at both Metrorail stations, although fewer respondents felt less safe at the College Park Metrorail station in 2012 than in 2010. Some respondents also noted public safety concerns in the open-ended questions (Appendix B).

Fewer 2012 survey respondents note the City's *Municipal Scene* as a useful guide for public information than the 2010 survey respondents. Even with the decrease, more respondents rely on the *Municipal Scene* in 2012 than in survey years prior to 2010. Other public information outputs also received varied results in comparison to previous survey years.

The percentage of survey respondents who ride the Shuttle-UM frequently almost tripled in 2012. Simultaneously, the number of respondents never riding the bus also increased. This shows a serious dedication to the service by those who use it, even if only amongst a small number of users.

The 2012 survey showed slight increases and decreases for certain questions, but overall, many survey responses remained relatively constant from the 2010 survey. This supports the idea that community opinions remain relatively stable amongst those who take the time to complete the survey.

Other Notable Findings:

- Respondents felt that the three biggest areas of greatest importance for improvement included code enforcement (including noise enforcement), leaf and trash collection, and public safety. Although once compared with service satisfaction data, the service requiring improvement was only Code Enforcement.
- Two-thirds of respondents providing a response said that they would recommend living in College Park to a friend. Over three-fourths of survey respondents showed a high likelihood of remaining in College Park in the next 3 years.
- The top three most preferred types of businesses that respondents would like to see in the city include: a restaurant/bistro (neighborhood or on Route 1), grocery store, and a local clothing/boutique store.
- Respondents had the opportunity to respond to this open-ended question which asked them the type of recreational activities in which they would be interested in

participating. The top three responses included adult athletic teams (e.g., swimming, football, etc.); activities in parks, outdoors, & tours; and biking activities.

- The top three sustainability programs for the City to invest resources, as identified by survey respondents, included renewable energy use & utility reduction; water conservation & stormwater improvements (i.e., rain barrels); and an increase in recycling of all materials (clothes, materials, etc.).

Results

Response Rate: Table 1 shows the total number of responses and the response rate for each survey year since the first survey in 2002. The "possible households" figures represent the total number of occupied households for the City of College Park according to the *City of College Park Population Information Comparison of 2000 and 2010 Census* report (released 2/9/2011)[1] based off of US Census Bureau data.

Table 1: Survey Response Rates by Survey Year

Year	2012	2010	2008	2006	2002
Total Number of Responses	324	525	633	613	944
Possible Households	6,757	6,757	6,030	6,030	6,030
Response Rate	5%	8%	10%	10%	16%
Survey Form	Web (paper surveys sent upon request)	Web (paper surveys sent upon request)	Mail (surveys sent to homes)	Mail (surveys sent to homes)	Mail (surveys sent to homes)

The low response rate to this year's survey could be attributed to many factors, such as:

- Survey fatigue from a lengthy survey released bi-annually;
- Survey advertising not reaching the masses of College Park households; or
- The presence of a major presidential election during the survey timeframe possibly affecting potential respondents' availability to complete the survey.

Options to Increase Response Rate and/or get a Representative Sample for the Next Survey:

Ordinarily, a sample size of 300 respondents would give high confidence in the data with a margin of error of ±5.7% for the entire community population of 6,757 households; however, since the survey is not proven to be a true representative sample the entire community population (by age, employment, student status, etc.), the City may want to consider some

[1] *City of College Park Population Information Comparison of 2000 and 2010 Census* report (released 2/9/2011). Retrieved from: http://www.collegeparkmd.gov/temp/Temp%20Docs/Census%20Population%202010.pdf

options to either increase overall response rate or gather a more representative response. A few options include:

- Work in partnership with the University of Maryland Math Department or School of Public Administration to conduct a statistically significant survey once every five (5) to ten (10) years.
- Consider pairing the survey to some other City event, such as the bi-annual local election or the annual tax bill.
- Contract with a national community surveying company, such as the National Citizen Survey.

If the City would like to continue to simply poll as many households as possible without guaranteeing a representative sample, then the following options may increase response rate:

- Conduct the survey on a less frequent basis instead of bi-annually.
- Pair the survey with some other City event (such as the bi-annual local election, the annual tax bill, etc.).
- Shorten the survey by asking fewer questions.
- Increase advertisement and consider going door-to-door to promote the survey.

Socio-demographic characteristics of survey respondents (Section 10: About You)

Although survey participants do not proportionately represent the entire community, a mixture of community members across various demographic characteristics such as geographic area, number of years in College Park, and age, completed the survey. A new question to this year's survey revealed that few students responded to the survey.

Geographic area: The distribution of respondents spread unevenly throughout the city with most of the survey respondents reporting residency in the Hollywood (21.7%), Calvert Hills (20.3%), and Daniels Park-Oak Springs-Branchville (16.7%) neighborhoods. These three neighborhoods accounted for over half of all survey participants, mostly similar to previous surveys. In 2010, Calvert Hills led with 24 percent, followed by Hollywood (20%) and College Park Woods (15%) respectively. In 2008 and 2006, Hollywood led, followed by some combination of the Calvert Hills, Daniels Park, or Berwyn neighborhoods. The neighborhood response distribution continues to roughly come from these same 5 neighborhoods, on average. Note: 36 respondents provided no answer to this question in this year's survey. Table 2 displays the 2012 survey participation by neighborhood.

Table 2: 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**
Hollywood	1	65	22%
Daniels Park – Oak Springs – Branchville	1 & 2	50	17%
Sunnyside	1	5	2%
Camden – Wynfield Park	1 & 4	0	0%
Lakeland	2	22	7%
Berwyn	2	14	5%
West US Route 1	2 & 4	3	1%
Calvert Hills	3	61	20%
Old Town	3	22	7%
College Park Estates	3	15	5%
Yarrow	3	6	2%
Southwest US Route 1	3	0	0%
College Park Woods	4	27	9%
Autoville – Cherry Hill	4	7	2%
Crystal Springs	4	3	1%

- **Number of years in College Park:** More than half (58%) of the survey respondents lived in College Park for 10 or more years. About one-fourth (24%) had been in College Park for 30 or more years, 11% for 20-29 years, 23% for 10-19 years, 16% for 6-9 years, 18% for 2-5 years, and 8% for less than 2 years. The number of long term residents (over 30 years in College Park) decreased from 28 percent in 2010 to 24 percent in this year's survey while the newer or temporary residents (less than 5 years) increased from 16 percent in 2010 to 26 percent this year. 36 survey participants skipped this question.

- **Age:** Similar to previous surveys, survey respondents tended to be older with over two-thirds of respondents age 45 or older. About one-third (32%) were age 62 or older, 37% were age 45-61, and 26% were age 25-44. Unlike surveys prior to 2010, the number of respondents under the age of 45 stayed close to a third of the respondents (31% in 2012, 33% in 2010, and 23% in 2008). This could be a result of the web-based survey. Forty-five (45) survey participants skipped this question.

- **Students:** Students continue to be underrepresented in the survey. Although the number of respondents living in the city for less than 5 years increased, the question about age denotes that the increase in shorter term residents is not due to the student population. The number of respondents under the age of 34 remained at 19 percent between the 2010 and 2012 surveys. In addition, this year's survey included a question about whether or not survey participants were students. The results show that of the 300 participants responding to this question, only 6% of them were students. Of those student respondents, 12 respondents were undergraduate students and 4 were graduate students. These trends continue to show that respondents do not reflect the University population, as students are greatly underrepresented.

Section 1: City Services

A: Public Works

- **Refuse and recycling:** Similar to previous surveys, respondents' perceptions of refuse and recycling collection, including regular trash collection; bulk and/or special trash collection; single-stream recycling collection; grass, brush, & tree limb collection; and curbside leaf collection, were overwhelmingly positive. For each of these services, 84 – 98% of respondents rated the services as either "excellent" or "good." Figure 1 summarizes the ratings for Public Works services.

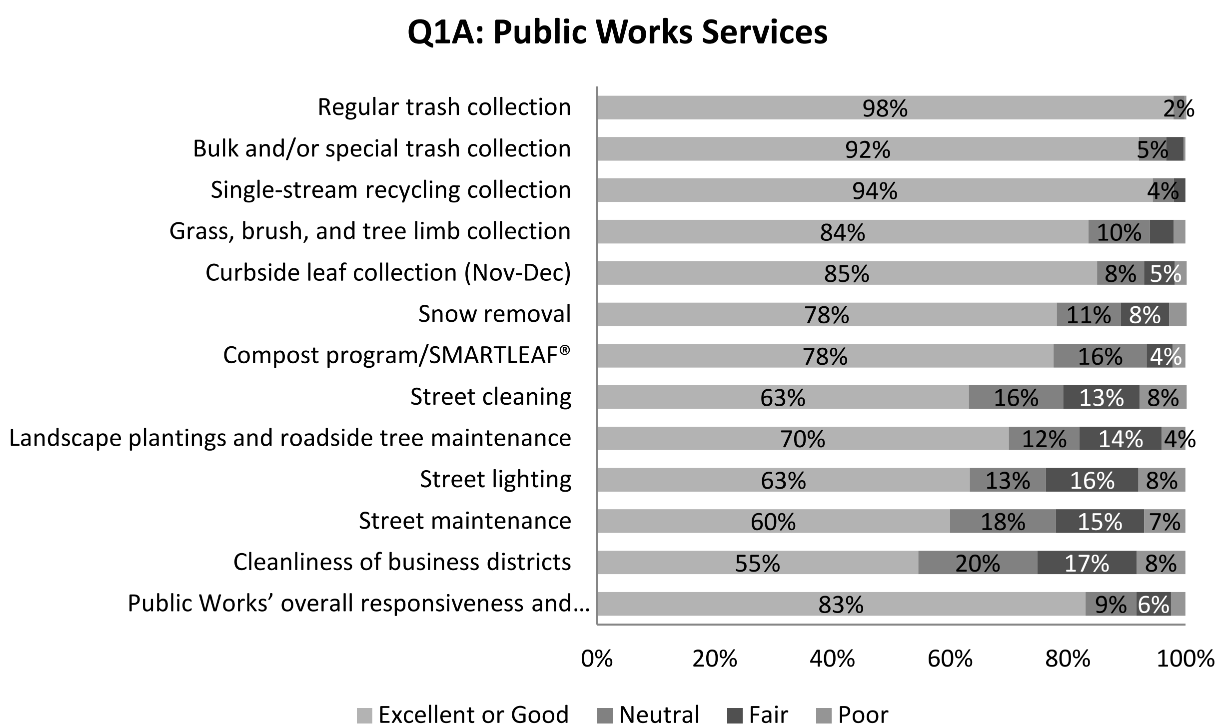

FIGURE 1

- **Snow removal:** Ratings for snow removal increased back to 78 percent as it was in 2008; up from the 72 percent rating in 2010. Some of the open-ended responses stated frustration with the way that Public Works crews block driveways with snow during street snow removal.

- **Compost / SMARTLEAF®:** Satisfaction with the compost / SMARTLEAF® program decreased from 2010 to 2012. In 2010, 86 percent of survey respondents who had an opinion gave compost / SMARTLEAF® an excellent or good rating while only 78 percent gave that ranking in 2012.

- **Street cleaning:** Ratings remained fairly constant for street cleaning between 2010 and 2012 with 63 percent satisfaction (excellent or good) ratings in 2012, and 67 percent in 2010.

- **Landscape plantings and roadside tree maintenance:** Satisfaction with landscape plantings and tree maintenance remained fairly constant between 2010 and 2012 at 75 percent and 70 percent, respectively.

- **Street lighting:** The percentage of respondents who had a positive opinion about street lighting increased from the 2010 rankings. In 2010, the percentage of respondents ranking street lighting as excellent or good decreased down to 59 percent from 66 percent in 2008. In 2012, the percentage increased to 63 percent, closer to the 2008 number.

- **Street maintenance:** Public Works' street maintenance service satisfaction ratings remained constant between 2010 and 2012 at around 60 percent.

- **Cleanliness of business districts:** Respondents providing a response to this question continue to show improved ratings of Public Works' efforts to keep College Park business districts clean. In 2010, the percentage increased to 53 percent from 51 percent in 2008. In 2012, the percentage increased again to 55 percent. Although this percentage remains moderate, this gradual growth shows positive opinion changes amongst survey respondents in relation to perceptions about the cleanliness of business districts.

- **Public Works overall responsiveness:** This question was first added to the 2010 survey. Respondents providing an opinion on this question remained fairly constant from 2010 to 2012 with 83 percent satisfaction in 2012, and 85 percent satisfaction in 2010.

B: Parking Enforcement:

- **Commercial / retail areas:** Excellent or good perceptions of parking enforcement in commercial / retail areas decreased to 68% in the 2012 survey from 82% in 2010. Although the ratings decreased, the perceptions remained higher than years prior to the 2010 survey.

- **Neighborhoods:** Although also a slight decrease from the 2010 survey, perceptions of parking enforcement as excellent or good in neighborhoods remained fairly consistent with years prior to the 2010 survey. In 2012, the percent of respondents rating parking enforcement in neighborhoods as excellent or good was 57%, down from 64% in 2010 and 61% in 2008.

- **Parking Enforcement overall responsiveness:** This question represents another new question to the 2010 survey. The percent of respondents rating Parking Enforcement's overall responsiveness as excellent or good decreased from 71% in 2010 to 56% in the 2012 survey. Figure 2 summarizes all results for parking enforcement services.

FIGURE 2

C: Animal Control:

- Although a decrease from the 2010 survey, satisfaction with animal control services remained higher than survey years prior to 2010. Satisfaction with animal control services was 61% in 2012, 75% in 2010, and 53% in 2008.

D: Code Enforcement:

- **Cleanliness and property maintenance:** Ratings decreased to 49% of respondents in 2012 finding the cleanliness and property maintenance in commercial / retail areas to be excellent or good. This rating almost matches the 2008 rating of 48%. Both ratings are less than the 2010 rating of 64%. Perceptions of cleanliness and property maintenance in neighborhoods decreased from all recent survey years to 46% in 2012 (down from 57% in 2010, and 54% in 2008 for cleanliness and 51% in 2008 for property maintenance). Council clarified the language of this question for the 2012 survey. Instead of a line for cleanliness and litter and another line for property maintenance in neighborhoods, the language was simplified to match the commercial / retail description of "cleanliness and property maintenance" in neighborhoods.

- **Noise:** In commercial / retail areas of the city, ratings for Noise Code Enforcement decreased from 66% in 2010 to a percentage closer to the 2008 percentage of 45% with only 44% of respondents in 2012 rating it as excellent or good. Noise enforcement perceptions in neighborhoods notably decreased in the 2012 survey from 59% in 2010 and 50% in 2008 to 40% in 2012.

- **Code Enforcement overall responsiveness:** This question, first created in the 2010 survey, showed that satisfaction for the overall responsiveness of code enforcement services decreased from 61% in 2010 to 54% in 2012. Figure 3 summarizes all code enforcement service ratings.

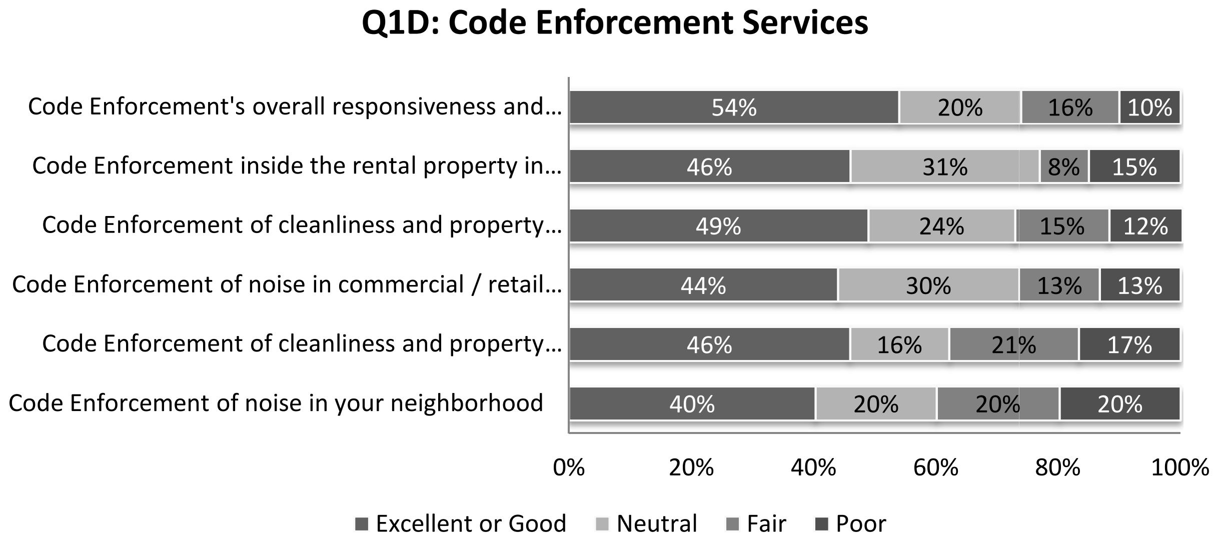

FIGURE 3

- **Enough Code Enforcement?** Similar to 2010, just slightly above half (54%) of survey respondents providing a rating said that they feel the amount of code enforcement in their neighborhood is “enough” code enforcement. Forty percent (40%) said they do not have enough code enforcement, and only 6% said they have too much enforcement (down from 11% in 2010).

E: Youth, Family, and Senior Services:

Similar to the 2010 survey, this year’s survey specifically asked survey respondents to skip these questions if they did not identify as a senior (aged 62 or above) or a parent of a young child. This produced results reflecting program users. The number of respondents for these questions decreased in 2012 by about 30 respondents. Figure 4 summarizes these results.

- **Youth and Family Services counseling and community outreach programs:** The percentage of respondents who provided a response about Youth and Family services, rating the service as excellent or good, decreased to 62% in 2012, down from 84% in 2010.

- **Seniors programs:** The percentage of the respondents who provided a response rating seniors programs as excellent or good decreased to 69% in the 2012 survey, from 84% in 2010.

- **Youth, Family and Senior Services overall responsiveness:** The percentage of respondents who provided a response rating the overall responsiveness of the Youth, Family and Senior Services Department as excellent or good decreased to 60% in 2012, from 78% in 2010.

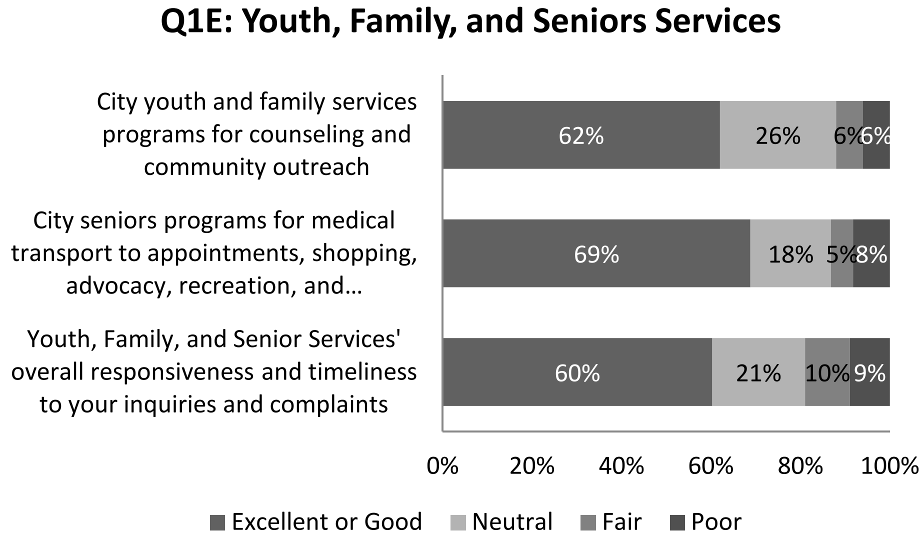

FIGURE 4

F: General City Services:

- **Overall quality:** As shown in figure 5, similar to the 2010 survey, most respondents (84%) feel that the City of College Park provides excellent or good quality services overall. The 2012 survey is the first year that this remained relatively constant instead of increasing.

- **Value for tax dollar:** Many respondents continue to feel more confident in the value of services provided for their tax dollars. Still on an upward trajectory, the percent of respondents rating the value of the tax dollar as excellent or good increased to 77% in 2012, from 71% in 2010 and only 56% in 2008.

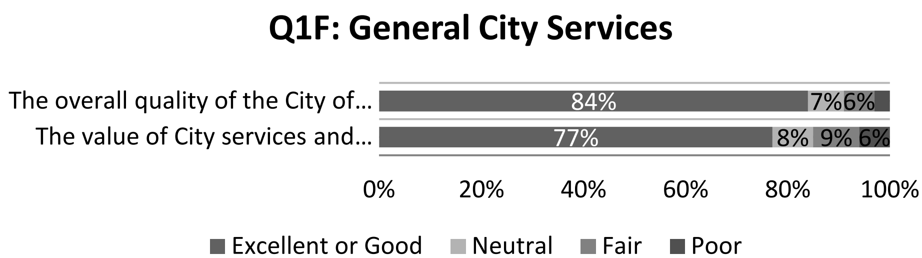

FIGURE 5

- **Improving City services:** Survey respondents gave a wide array of suggestions in response to this open-ended question of how to improve city services. A total of 164 survey respondents provided one or more responses to this question. The top five responses included improving Code Enforcement (30%), leaf and trash collection (12%), public safety (11%), specifically noise control code enforcement (8%), and parking enforcement (8%). Appendix C contains a full list of improvement responses. Appendix B contains the full open-ended responses for this question. Some respondents used this question as an opportunity to compliment City staff on a job well done. Not only did Code Enforcement receive the highest frequency of responses as a category for improvement, it also received the highest and only significant "Importance-Satisfaction Rating," which denotes that the City should prioritize the service for improvement, according to survey respondents.

Figure 6 represents an Importance-Satisfaction Matrix which combines the satisfaction rating for the aforementioned top 5 improvement categories, and other service improvement categories, with the percentage of respondents desiring to improve these services. Table 3 shows the Importance-Satisfaction Rating calculations used to plot the points in figure 6. The Importance-Satisfaction Rating, calculated by multiplying the frequency percent by (1-"Satisfaction")[2], gives the City information to determine where to focus prioritization efforts. Efforts should go towards the service categories with a relatively low satisfaction level and a relatively high level of perceived room for improvement. Such service categories can be found where the Importance-Satisfaction Rating exceeds .10 or those services that fall in quadrants 2 and 4 in figure 6.

Table 3: Importance – Satisfaction Rating

Service Category	Frequency (Importance)	Frequency %	Satisfaction	Importance-Satisfaction Rating
Medium Improvement Priority (Importance-Satisfaction Rating >.10)				
Code Enforcement in General	47	30%	0.54	**0.139**
Status Quo (Importance-Satisfaction Rating .01 - .10)				
Noise Control Code Enforcement (Residential)	13	8%	0.40	**0.050**
Public Safety	17	11%	0.59*	**0.045**
Economic Development and Recreation	8	5%	0.31*	**0.035**
Parking Enforcement	12	8%	0.56	**0.034**
Communication to Residents	11	7%	0.73	**0.019**
Leaf and Trash Collection	18	12%	0.85	**0.017**
Streetlights	7	5%	0.63	**0.017**
Roads, Trees, Sidewalks, & Landscaping	11	7%	0.84	**0.012**
Low Improvement Priority (Importance-Satisfaction Rating < .01)				
Decrease Taxes	6	4%	0.77	**0.009**
Animal Services	2	1%	0.61	**0.005**
Snow Removal	3	2%	0.78	**0.004**
Non-Determined (Importance-Satisfaction Rating incomputable)				
Compliments to Staff	12	–	–	–
Staff's Responsiveness to Residents	6	–	–	–
Educate Students on being better neighbors	1	–	–	–
Schools	1	–	–	–
Total	**155**	**–**	**–**	**–**

Note: The Importance–Satisfaction Rating is calculated by multiplying the frequency percent by (1-"satisfaction").

[2] ETC Institute. 2009. "Importance-Satisfaction Analysis." Retrieved from: http://www.etcinstitute.com/ISAnalysis.aspx

Frequency (importance) percent: This percentage represents the total number of respondents who noted that particular item as an improvement area divided by the total number of quantifiable responses.

Satisfaction percent: This percentage represents the sum of the ratings of "excellent" or "good" excluding "don't know." It typically represents the general timeliness and responsiveness statistic for that city service. In cases with an " * " listed by this number, the percentage is an average satisfaction rating of all related survey questions. In cases where no survey question addressed the service category, the cell is marked with a " – " notation.

According to the Importance-Satisfaction Rating, code enforcement in general requires the most attention as an improvement priority. While the services listed in quadrant 3, noise code enforcement and economic development and recreation, show less significant Importance-Satisfaction Ratings, their low satisfaction ratings are worth noting.

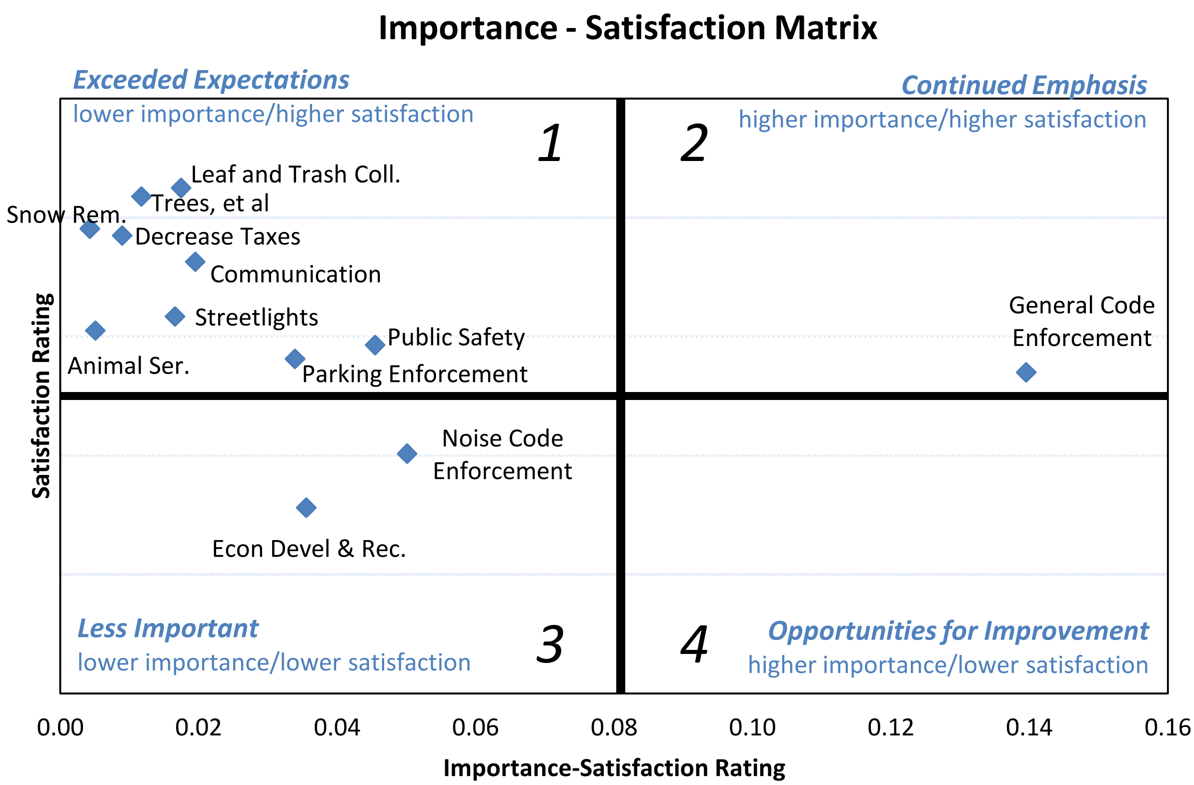

FIGURE 6

Section 2: Getting City Information

Some questions previously in this section were removed or relocated to Section 9: *Miscellaneous*. These questions include the following:

- How often do you watch live or rebroadcast City Council meetings? **(Moved to Section 9)**
- How often do you watch the College Park Cable Channel? **(Moved to Section 9)**

- Do you want City information via social media sites, such as Facebook and Twitter? **(Reworded and included as part of the preferred method of communication question here in Section 2)**
- Do you have Internet access? **(Removed)**

- **Usefulness of current City news sources:** Most respondents (73%) continued to positively perceive the City's efforts to inform the public about city government and services. Fewer respondents identified the *Municipal Scene* as useful in the 2012 survey (65% of respondents) than in the 2010 survey (80% of respondents). Although this percentage decreased, it still ranks higher than the 2008 survey (48% of respondents) and the 2006 survey (41% of respondents). While 77% of respondents in 2010 rated the usefulness of information listed on the www.collegeparkmd.gov website as excellent or good, in 2012, it was 68%. The website redesign project may increase this rating in future surveys. Lastly, respondents remain very positive about the usefulness of the annual Resident Information Guide (85% of respondents in 2012 and 87% of respondents in 2010). Figure 7 summarizes these results.

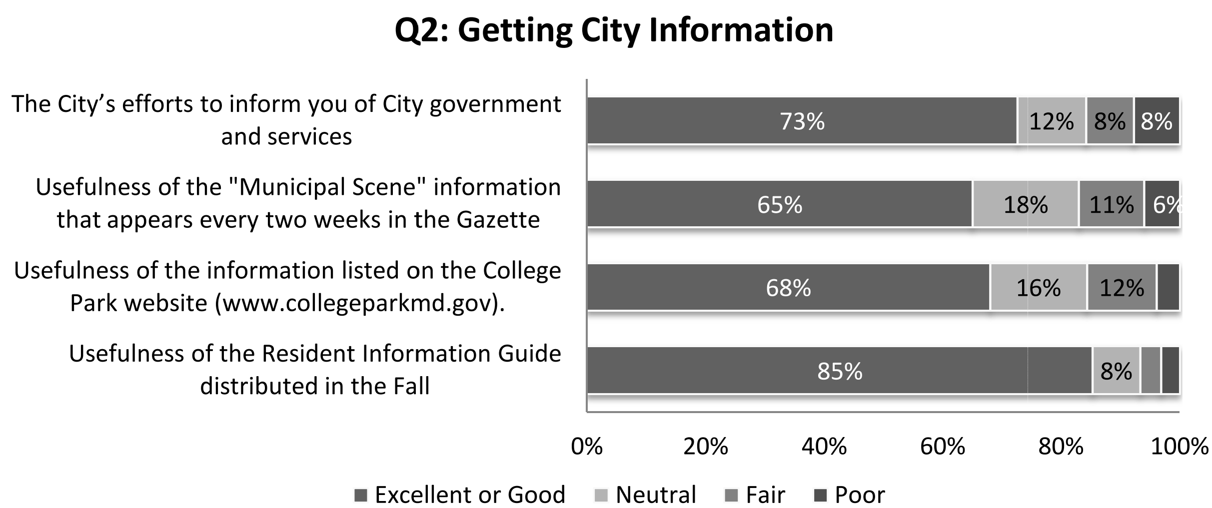

FIGURE 7

- **Information gathering:** More respondents (58%) indicated use of the City's website to gather information as of the 2012 survey than they did in 2010 (42%) and prior years. The next most common means of information gathering, similar to prior years, were the *Gazette* (48%) and word of mouth (42%). The College Park Patch website (42%) and the Resident Information Guide (34%) increased in popularity since the last survey and now show as stronger information sources among respondents. In 2010, the Patch showed 19% of respondents and the Resident Information Guide showed 26%.

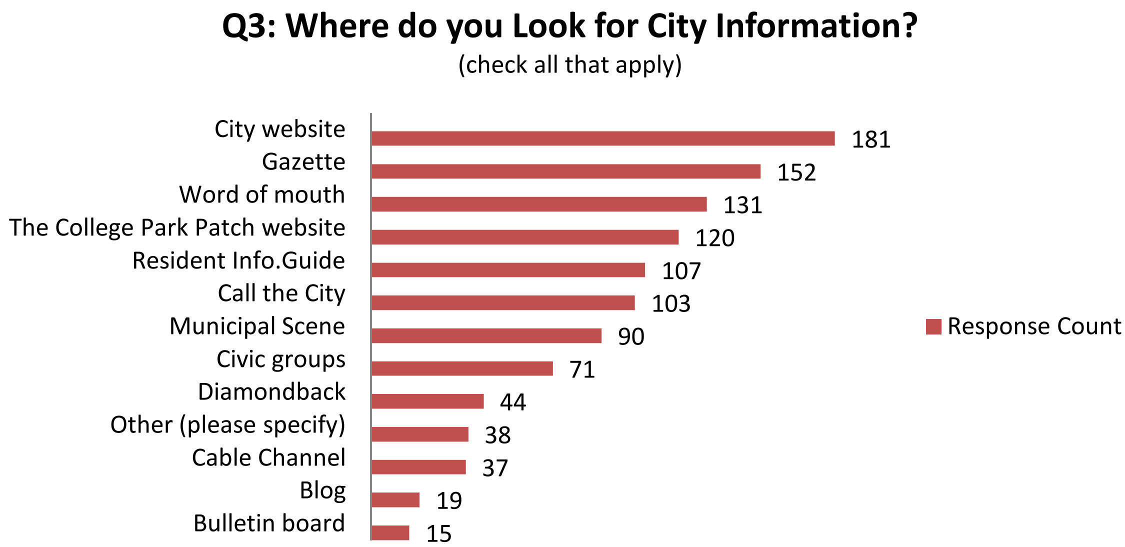

FIGURE 8

- **Preferred method of communication:** Consistent with 2010 survey data, most respondents (68%) prefer to receive information via email followed by the City website (39% in 2012 and 37% in 2010).

Section 3: Quality of Life

- **Recommending College Park:** As a connection to the City's marketing efforts, the City added a new, two-part question to the 2012 survey. The first part asked those surveyed, on a scale of 1-5 with 1 being most likely, how likely they were to recommend living in College Park to a friend. About two-thirds (66%) of the respondents provided a 1 or 2 response. The second part asked those surveyed, on a scale of 1-5 with 1 being most likely, how likely they were to remain in College Park for the next 3 years. Many respondents (75%) showed a high likelihood (1 or 2 ranking) to remain in College Park for the next 3 years. This could imply that respondents enjoy living in College Park.

- **Public safety:** Staff clarified the categories for public safety in the 2012 survey. Instead of "very safe, safe, neutral, and not safe," the categories were "very safe, safe, neutral, unsafe, and very unsafe." While the percentage of respondents who feel very safe or safe as a pedestrian in the city decreased from 63% in 2010 to 56% in 2012, the number of pedestrians that do not feel safe in the city also decreased from 28% in 2010 to only 20% in 2012. Seventy-six percent (76%) of respondents feel very safe or safe in a vehicle throughout the city (down from 81% in 2010). Surprisingly, the percentage of respondents feeling safe in their residences and neighborhoods decreased between 2010 and 2012. In 2010, when the question was asked separately, 87% of respondents felt very safe or safe in their homes and 77% of respondents felt very safe or safe in their neighborhoods. In 2012, when the two were combined, 76% of respondents feel very safe or safe in their residences and neighborhoods, a decrease for both categories. Sixty-one percent (61%) of respondents feel very safe or safe at local parks and playgrounds (down from 69% in 2010).

The lowest perceptions of safety reported by respondents were in relation to safety near both Metrorail stations. The percentage of respondents who feel very safe or safe at the College Park Metrorail Station decreased from 52% in 2010 to 48% in 2012. The percentage of respondents who feel very safe or safe at the Greenbelt Metrorail Station increased to 37% in 2012 from 36% in 2010. Although those feeling very safe or safe increased at the Greenbelt Metrorail station, the percentage of respondents feeling unsafe or very unsafe at the station also increased. While the percentage feeling unsafe or very unsafe decreased for the College Park Metrorail station from 27% in 2010 to 23% in 2012, it increased to 37% at the Greenbelt Metrorail station in 2012, up from 32% in 2010.

Lastly, 69% of respondents feel safe in College Park retail / commercial areas, a decrease by 9% from the 2010 survey. Figure 9 summarizes these results.

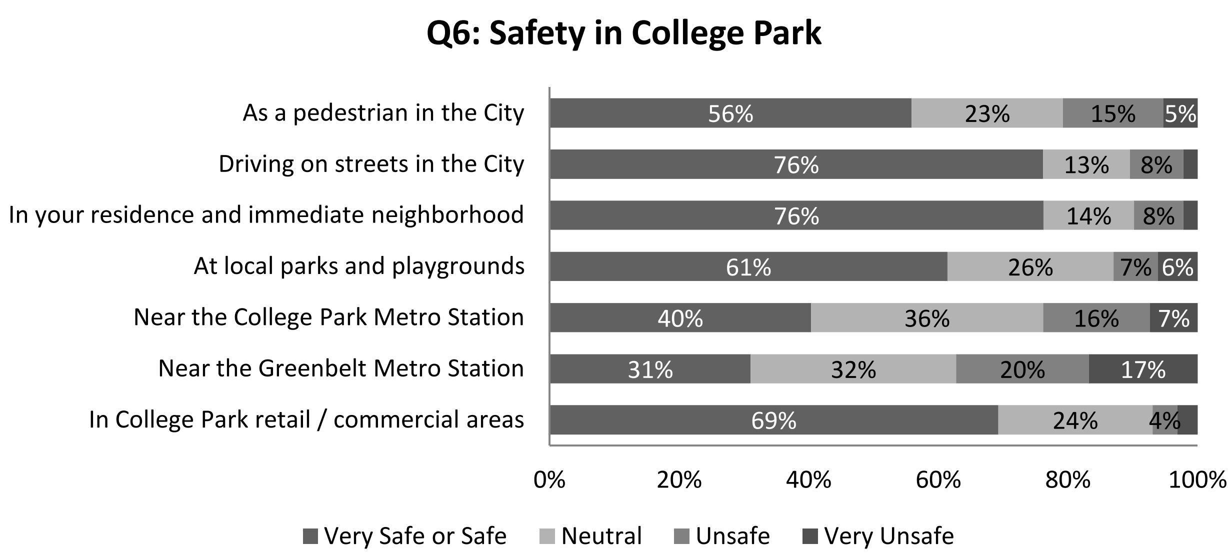

FIGURE 9

- **Police, EMS, and Fire:** The 2012 results of the new public safety questions from the 2010 survey can be seen in figure 10. Overall, most respondents remained positive in their perceptions of public safety services. Understanding of the operation of the City's Contract Police Program slightly increased from 52% in 2010 to 54% in 2012 maybe as a result of efforts to get more information to the public. Satisfaction with police response time for emergency calls decreased from 70% in 2010 to 65% in 2012. Satisfaction with police response time for NON-emergency calls also decreased from 56% in 2010 to 49% in 2012. Survey respondents stated that the police's efforts to keep the public informed are more satisfactory in 2012 (57%) than in 2010 (50%). Satisfaction with the Neighborhood Watch programs in neighborhoods decreased between 2010 (53%) and 2012 (39%). Satisfaction with Fire and Emergency Medical Services remained relatively constant, with 89% in 2010 and 88% in 2012.

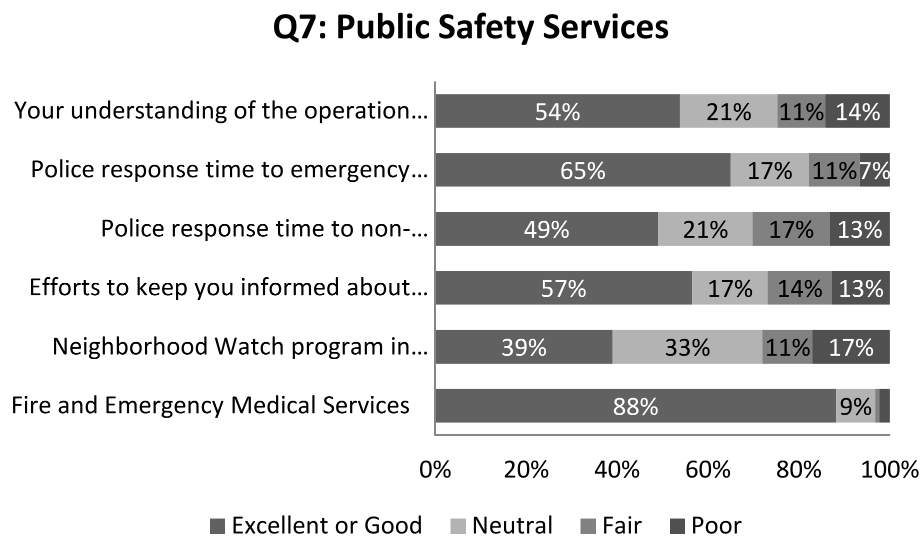

FIGURE 10

- **Neighborhood amenities:** Similar to 2010, respondents perceive the community housing conditions and community amenities in figure 11 as pretty positive overall. Sixty-seven percent (67%) of respondents rated their College Park neighborhood physical housing condition as excellent or good compared to 75% in 2010. Respondents continue to feel satisfactory access to parks and open spaces (85% in 2012 and 87% in 2010). Respondents rating excellent or good for the walking distance to a bus stop increased to 85% in 2012 from 81% in 2010. The rating for availability of sidewalks also increased in 2012 to 47% from 45% in 2010. Satisfaction with access to shopping and other services slightly decreased from 59% in 2010 to 57% in 2012. Satisfaction with the tree canopy cover of the city (overall amount of trees) decreased from 80% in 2010 to 69% in 2012. Lastly, a new category was added this year: overall neighborhood as a place to live. More than three-fourths of respondents (77%) rated their overall College Park neighborhood as an excellent or good place to live. Figure 11 summarizes these results.

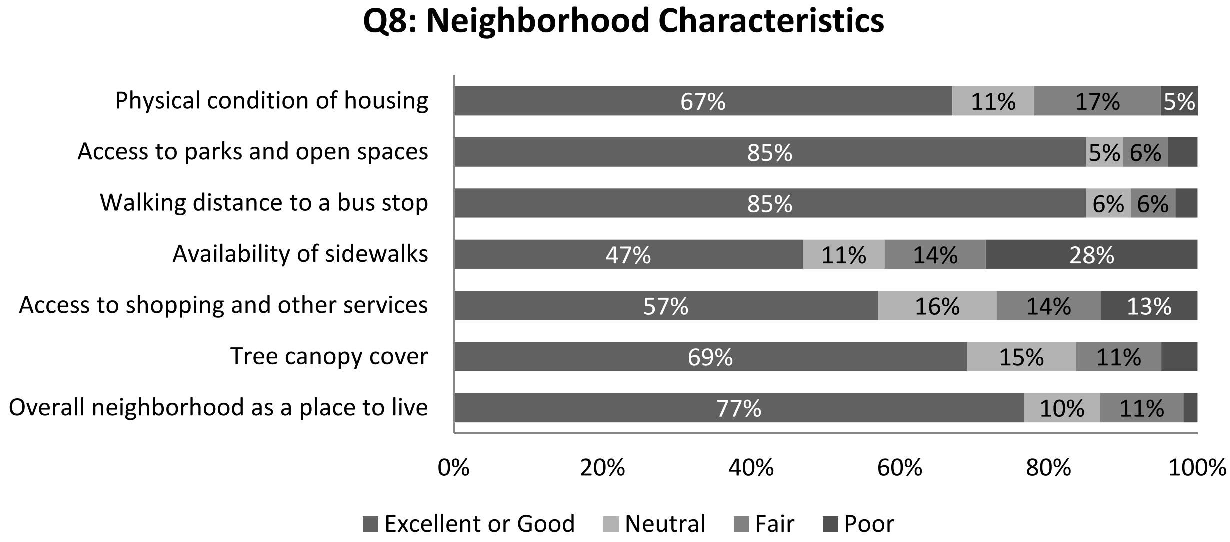

FIGURE 11

- **Like most in neighborhood:** Open-ended question. Full comments available in Appendix B.

- **Like least in neighborhood:** Open-ended question. Full comments available in Appendix B.

Section 4: Economic Development

This section, new to the 2010 survey, serves the purpose of guiding city staff in relation to these issues in the future. The question from the 2010 survey about the frequency for shopping in commercial areas throughout the city relocated to Section 9.

- **Type of businesses people would like to see in College Park:** Respondents provided many varied suggestions to this open-ended question. The top 5 most preferred business types respondents would like to see in the city include: a restaurant/bistro (neighborhood or on Route 1), grocery store, a local clothing / boutique store, book/craft /card shop, and a café/ delicatessen/coffee shop. Figure 12 shows a full list of the suggestions, and Appendix B shows the full open-ended response text.

Q11: Type of Preferred Businesses

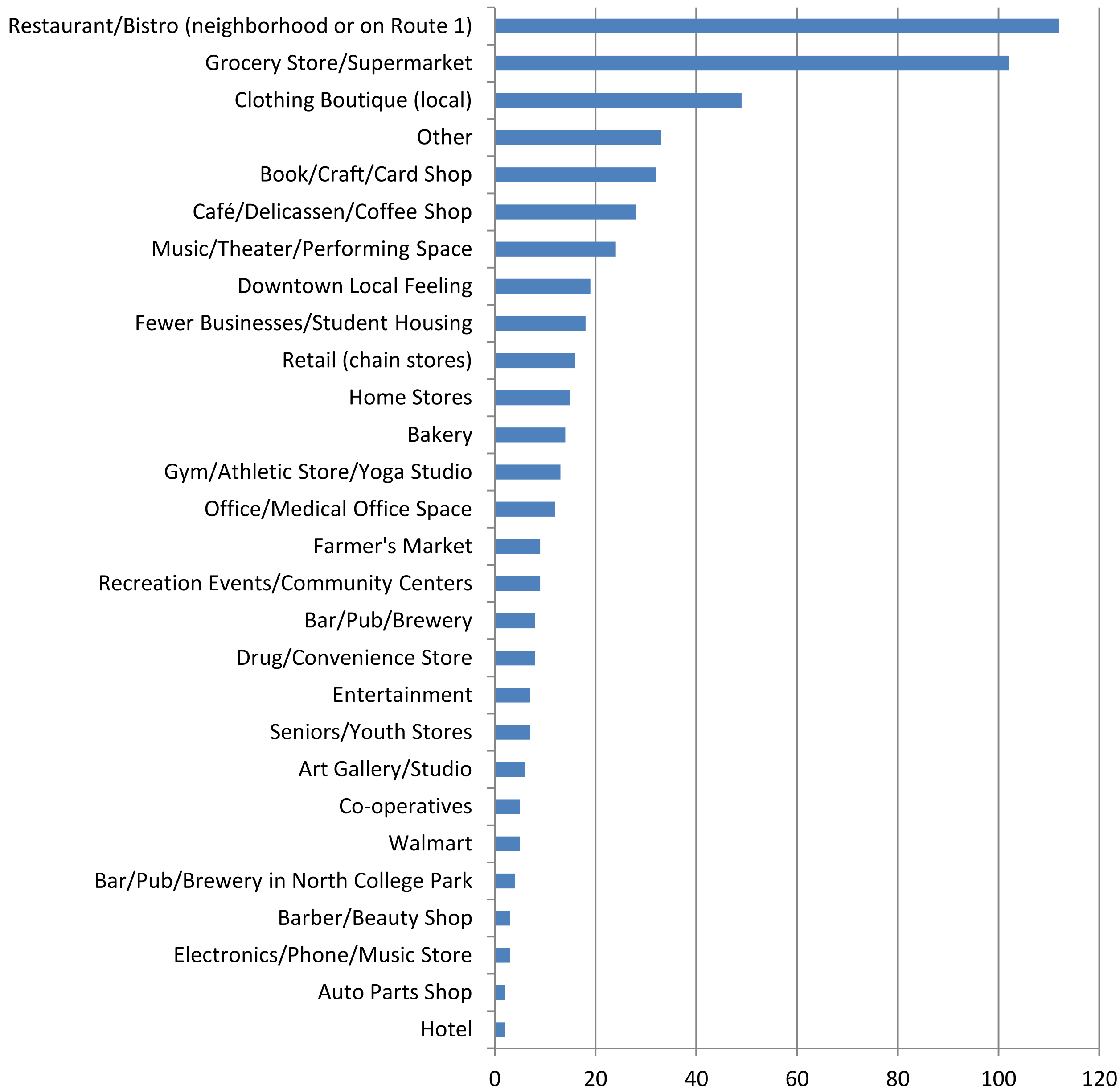

FIGURE 12

- **Economic Development news source:** The top three sources for economic development news in College Park are monthly newsletters (54%), City Council meetings (39%), and Councilmember listservs (21%). Table 4 summarizes these results.

Table 4: Economic Development News Sources

Q12: How do you learn about College Park economic development news and issues? (Check all that apply).			
Answer Options		**Response Percent**	**Response Count**
Facebook / Twitter		8%	15
City Council meetings		39%	69
Economic Development website		16%	29
Monthly newsletters		54%	97
Councilmember or Councilmember Listservs*		21%	38
Blog (please specify)		15%	27
	Kabir Cares*	52%	14
	Rethink College Park*	33%	9
	Greater Greater Washington*	4%	1
	Onward College Park*	4%	1
	Other Blog	7%	2
Gazette/Washington Post/Newspaper*		8%	15
Civic Associations*		6%	11
College Park Patch*		6%	10
Email*		5%	9
Econ. Dev. Staff Member or the City*		2%	4
Word of Mouth*		2%	4
University*		1%	2
Web Searches*		1%	2
Diamondback*		1%	1
Other		5%	9
Not Sure*		2%	3
		answered question	**178**
		skipped question	**158**

** = Items listed by respondents in the "Other" open-ended response box.*

Section 5: Parks and Recreation

- **City parks, playgrounds, and athletic fields:** Similar to 2010, 84% of survey respondents found the existing parks in the city to be excellent or good (85% in 2010).

- **Preferred community resources:** Fifty-one percent (51%) of respondents stated that they would like a community garden and 49% of respondents for more open/green space in their neighborhood. Figure 13 summarizes respondent preferences.

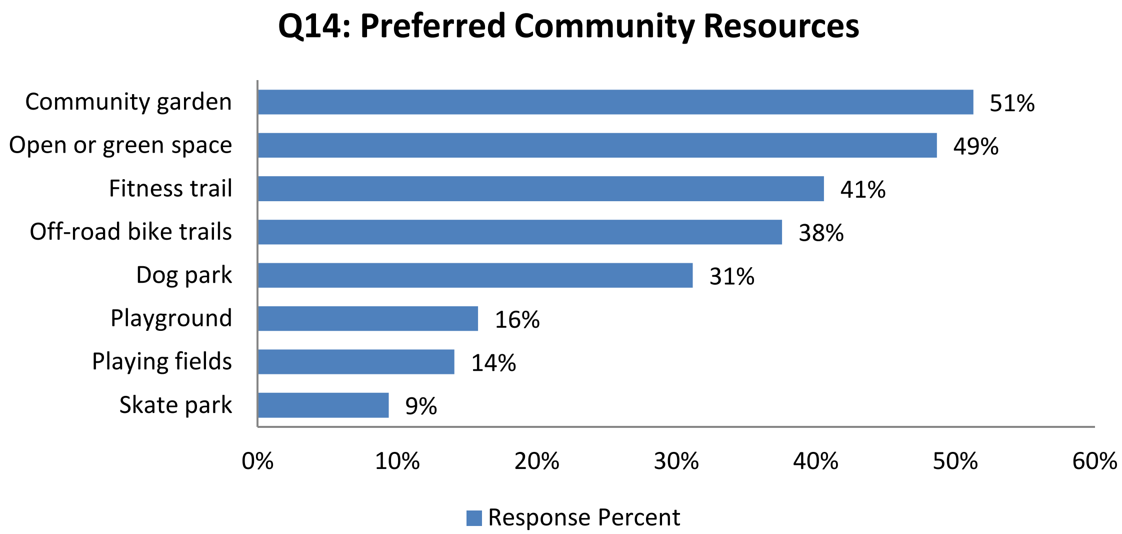

FIGURE 13

- **Recreation activity preferences:** Respondents had the opportunity to respond to this open-ended question which asked them what type of recreational activities in which they would be interested in participating. The top five responses included adult athletic teams (e.g., swimming, football, etc.), activities in parks, outdoors, and tours, biking activities, exercise (aerobics, dance, gym), and walks. Figure 14 summarizes the list of responses. Appendix B contains the full responses to this open-ended question.

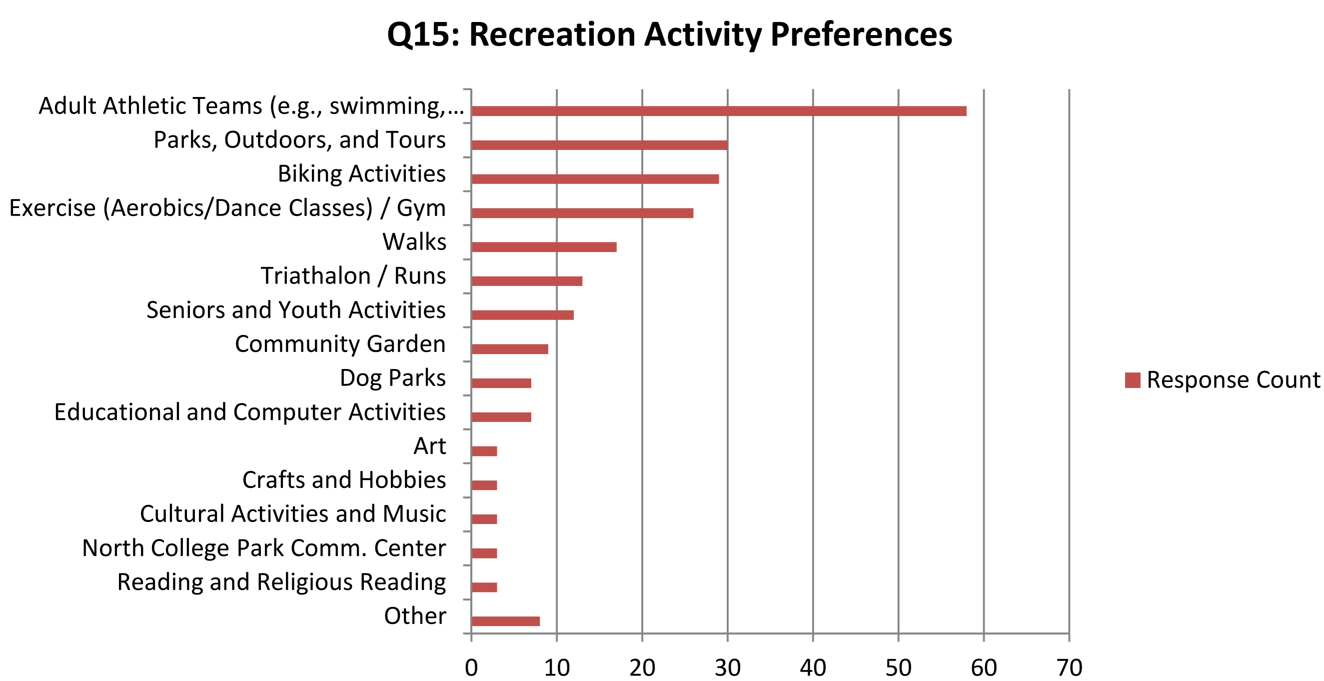

FIGURE 14

Section 6: Environment and Recycling

To reflect current needs in relation to sustainability and the environment, the City replaced previous questions in this section for these 2012 survey questions.

- **Information for the City's Green Team:** Just under two-thirds (62%) of survey respondents think the community should focus on decreasing the energy used by the municipal government. Sixty-one percent (61%) of respondents would like to know more about how to make their homes more energy efficient. Just above half of survey respondents (57%) are interested in learning more about water conservation efforts.
- **Carbon footprint:** Over three-fourths of respondents (78%) know what a carbon footprint is.
- **Preferred community sustainability programs for the City:** The top five sustainability programs for the City as identified by survey respondents included the following: renewable energy use and utility reduction, water conservation and stormwater improvements (i.e., rain barrels), increase all material recycling (clothes, materials, etc.), community gardening, and expand composting program to households. Table 5 lists the quantifiable, tallied suggestions and Appendix B contains the full response text for this open-ended question.

Table 5: Preferred Sustainability Programs

Q18: What community sustainability programs would you like to see the City pursue?	
Renewable Energy Use and Utility Reduction	59
Water Conservation and Stormwater Improvements (i.e., rain barrels)	27
Increase all material recycling (clothes, materials, etc.)	26
Community Gardening	24
Expand Composting Program to households	17
Low-impact, Sustainable Development	14
Increase Public Outreach about Sustainability Programs	13
Bicycle Trail Improvements and Support for Bike Programs	10
Improve Public Transportation/Reduce Traffic	10
Improve Tree Canopy and Maintenance	9
Improve Street Lighting	7
Consider Electric Vehicles	6
Do not increase spending on this	6
Increase access to local food	6
Invest in Green Roofs	5
Offer Incentive Funding for Sustainable Projects	5
Unsure/Don't Know	5
City and Stream Cleanup Programs	3
Offer Haz Mat and Toxic Chemical Recycling from homes	3
Allow Urban Farming (Chickens and Goats)	2
Cooking Oil Reuse for Fuel	2
Bag Tax	1
Bulky Trash Payment	1
Repair Shop for used items	1
Other	20

Section 7: Transportation

This section, created in 2010, shows how respondents interact with public transportation and bicycles in the city. A few questions were relocated or removed from this section between 2010 and 2012. The questions about the frequency of riding public transportation sources and using the downtown parking garage were relocated to Section 9. The questions about bike share were removed from the survey.

- **Public transportation and how people get to Metrorail:** Figure 15 shows that respondents continue to use their cars (35%) or walk (49%) more than they take any of the bus services (16%) to get to Metrorail. These percentages represent decreases from the 2010 survey where 37% went by car and 54% walked. However, while 2012 respondents use their cars and walk to Metrorail less than in 2010, those taking the bus, biking, and getting dropped off by car increased by 1-9% between 2010 and 2012.

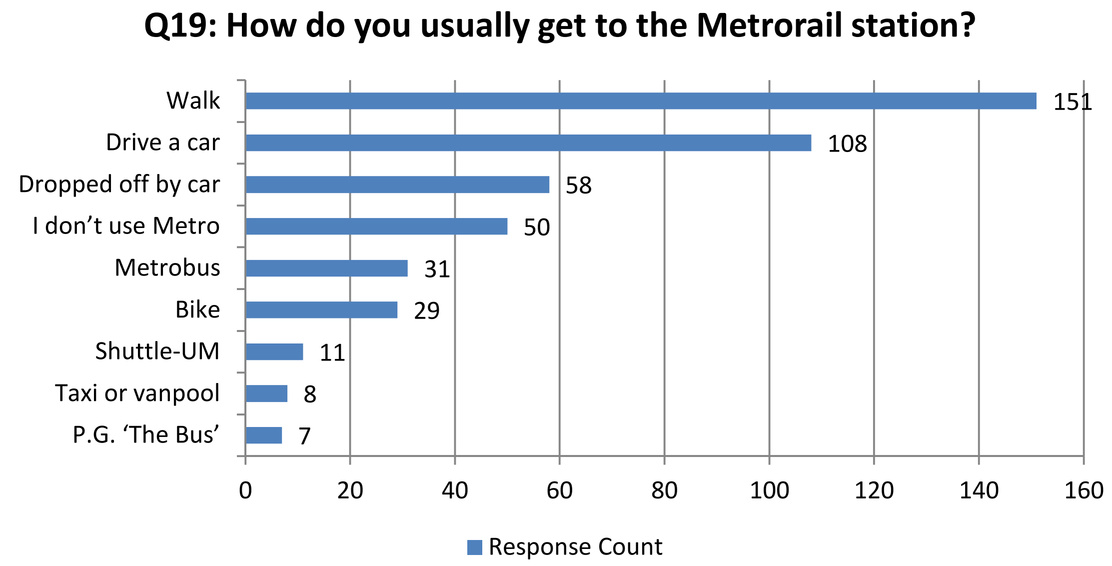

FIGURE 15

- **Bicycle usage:** Responses to this question about why respondents use bicycles showed that most respondents don't ride a bike at all or ride only for recreational purposes. Similar to 2010, 44% of the respondents reported not riding a bicycle at all, while 38% of respondents (a decrease from 42% in 2010) reported using a bicycle mainly for recreation.

- **Miles commuted to work:** The age of the survey respondents reflects in the commute question in the survey. This year, an answer option called "Retired or unemployed" was added to the survey and 30% of respondents identified in that category. The insertion of this category confirms previous theories that the reason for a high percentage in the "less than 1 mile" category was likely because of a large percentage of retired or unemployed respondents. The next largest categories selected in the 2012 survey were 1-4 miles (19%) and 10-19 miles (18%). Figure 16 summarizes these results.

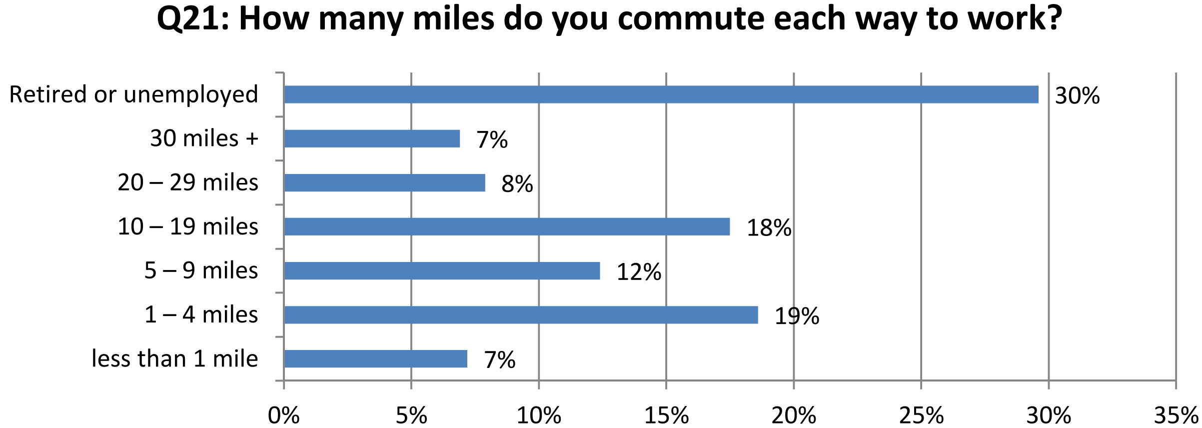

FIGURE 16

Section 8: Rate College Park

- **College Park characteristics:** In ratings of College Park as a whole, employment opportunities, vibrancy of downtown, cost of living, shopping opportunities, dining opportunities, recreation opportunities, cultural opportunities, and parking 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 2010 and 2008 surveys. The variety of housing available, transportation network, and overall rating of the city received much more favorable ratings. Figure 17 summarizes these findings which closely match the 2010 results.

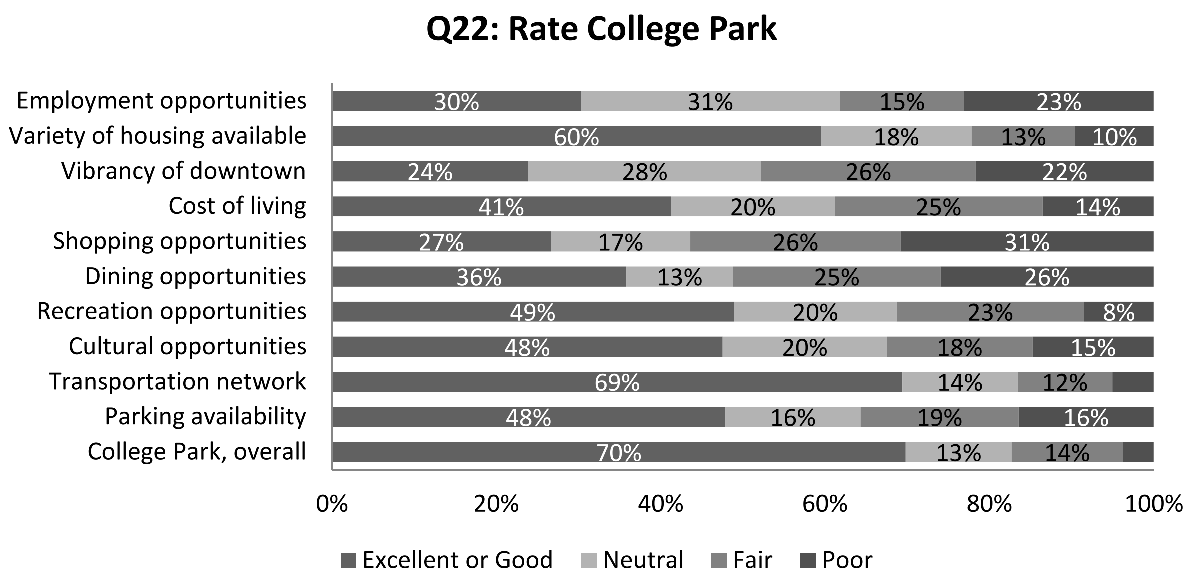

FIGURE 17

Section 9: Miscellaneous

This section combines many questions from previous surveys which relate to user frequency as well as adding new questions to reflect new services now available to the public.

- **Senior discount drug program:** Twenty-eight percent of respondents were aware of the discount drug program in 2010. In 2012, 43% of respondents who use the program use it 1 or more times a week. Ninety-eight percent of respondents never use it in 2012.

- ***College Park Central* (report-a-problem software):** This new system, launched in 2012, provides the public with an online mechanism to report problems found in the community (such as property maintenance issues, graffiti, or litter). College Park Central is used by only 8% of survey respondents. Of those respondents who use the system, most respondents rarely use it, with only 4% using it 1 or more times a week.

- **College Park Cable Channel:** In 2012, 13% of those who watch the College Park Cable Channel watch it frequently (more than 1 time per week) while 66% of respondents only “occasionally” (1-4 times per year) watch it. In 2010, 79% of respondents stated that they occasionally watch the College Park Cable Channel. Similar to the shift in those respondents that watch it occasionally, the percentage of respondents never watching the cable channel also changed between 2010 and 2012. In 2010, 71% of respondents never watched the cable channel, which decreased to 68% in 2012.

- **Live or rebroadcast City Council meetings:** In 2012, 8% of respondents frequently watched live or rebroadcast recordings of the City Council meetings (more than 1 time per week). The percentage of respondents that “occasionally” watch (1-4 times per year) in 2012 decreased to 72% from the 80% in 2010, while the number of respondents watching 1-4 times per month increased in 2012. In 2010, 73% of respondents said they never watched live or rebroadcast Council meetings in 2010, which decreased to 70% in 2012.

- **City Council online video archive:** This new 2012 survey item showed that respondents that frequently (more than 1 time per week) use this service is 6%, while 84% of survey respondents never use this service.

- **Farmers’ Market:** Also a new 2012 survey item, the farmers’ market is used 1-4 times per month or 1-4 times per year by 92% of respondents who use the farmers’ market while 35% never attend the market. This question provides limited data about the market due to the seasonal nature of the market. The farmers’ market survey may provide more specific information.

- **Local shopping:** Respondents infrequently shop in any of the city’s commercial districts. However, in 2012, 70% and 65% of respondents said that they shop in the Downtown district and Hollywood district (respectively) 1 – 4 times per month or more. The Downtown statistics remained constant from 2010 to 2012 and Hollywood increased from 66% in 2010. Only 16% and 23%, respectively, never shop in either district. Forty-five percent shop in Berwyn 1-4 times per month or more, while 36% said they never shop there.

- ***Shop College Park***: Similar to 2010, 72% of respondents use the www.ShopCollegePark.org website only 1 – 4 times per year. Seventy-two percent also never use the site. As changes are made to the website, more people will likely increase frequent site use.

- **Metrobus:** In 2010, 83% of respondents use Metrobus 1-4 times per month or year. In 2012, this number decreased to 75%, while the number of respondents using Metrobus 5 or more times per week doubled from 6% in 2010 to 12% in 2012. Simultaneously, the percentage of respondents never using Metrobus decreased from 67% in 2010 to 64% in 2012.

- **P.G. The Bus:** In 2010, 85% of respondents used The Bus only 1-4 times per month or year. This number decreased to 80% in 2012 while the percentage of respondents using the service 1-4 times per week or more than 5 times per week increased from 14% in 2010 to 20% in 2012. The percentage of respondents who never use the bus decreased from 89% in 2010 to 80% in 2012.

- **Route 1 Ride:** This new service, started in 2012, is not yet frequently used by survey respondents. New to 2012 survey, 84% of respondents never use the service. Twenty-eight percent use it 1-4 times per week or more than 5 times per week.

- **Shuttle-UM:** In 2012, 34% of respondents use Shuttle-UM at least 1-4 times/week, an increase from 12% in 2010. But those never using the service also increased from 73% in 2010 to 76% in 2012. This implies that public outreach encouraged current riders to increase ridership more than it encouraged non-current Shuttle-UM riders to begin using the service.

- **Metrorail:** Thirty-nine percent of respondents use it at least 1-4 times per week while 17% never use it.

- **Parking garage** Similar to 2010, 95% of respondents used the parking garage 1-4 times per month or year in 2012. The number of respondents who never used the garage decreased from 57% in 2010 to 52% in 2012. The free summer parking pilot program could have been a factor for this change.

Figure 18 summarizes information about these services.

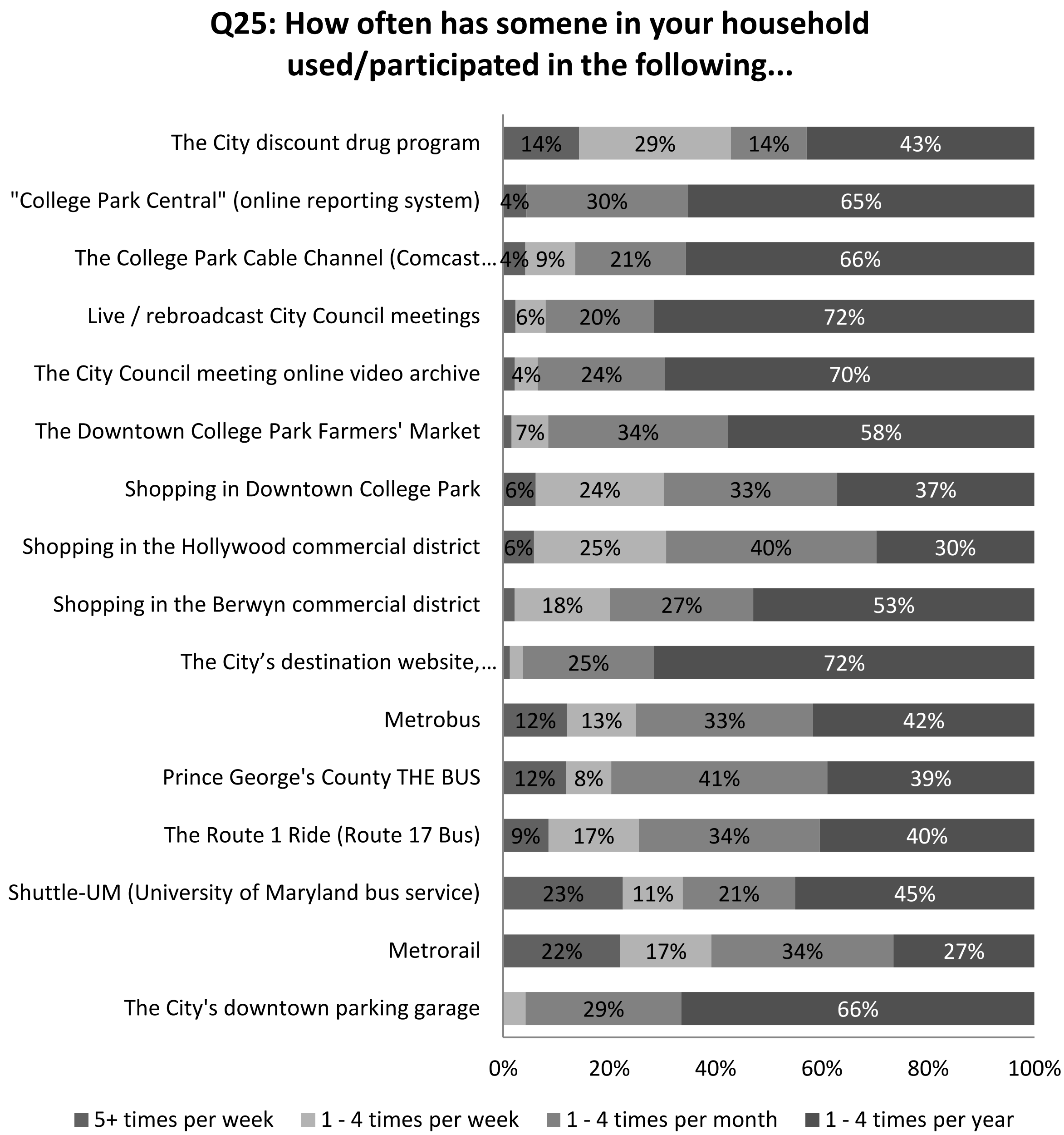
Q25: How often has somene in your household used/participated in the following...
The City discount drug program
"College Park Central" (online reporting system)
The College Park Cable Channel (Comcast…
Live / rebroadcast City Council meetings
The City Council meeting online video archive
The Downtown College Park Farmers' Market
Shopping in Downtown College Park
Shopping in the Hollywood commercial district
Shopping in the Berwyn commercial district
The City's destination website,…
Metrobus
Prince George's County THE BUS
The Route 1 Ride (Route 17 Bus)
Shuttle-UM (University of Maryland bus service)
Metrorail
The City's downtown parking garage
14% 29% 14% 43%
4% 30% 65%
4% 9% 21% 66%
6% 20% 72%
4% 24% 70%
7% 34% 58%
6% 24% 33% 37%
6% 25% 40% 30%
18% 27% 53%
25% 72%
12% 13% 33% 42%
12% 8% 41% 39%
9% 17% 34% 40%
23% 11% 21% 45%
22% 17% 34% 27%
29% 66%
0% 20% 40% 60% 80% 100%
5+ times per week
1 - 4 times per week
1 - 4 times per month
1 - 4 times per year

FIGURE 18