



# CITY OF ANNAPOLIS, MD 2012



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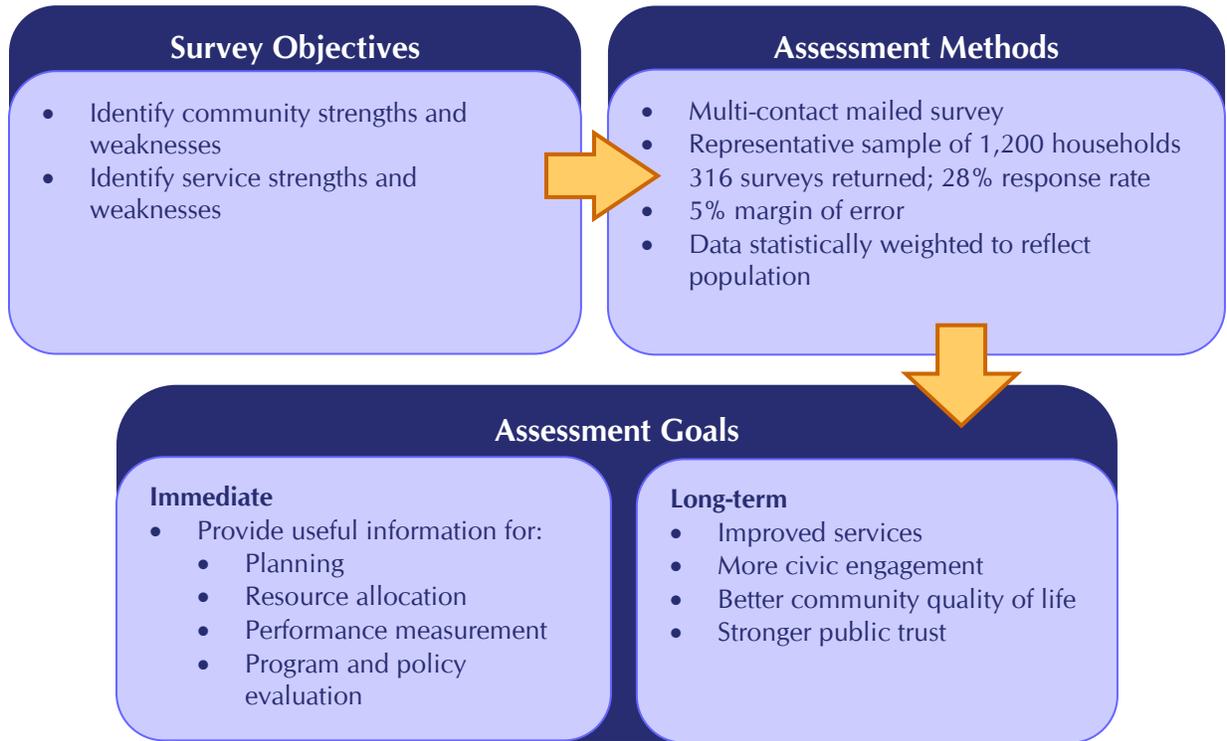
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**SURVEY BACKGROUND**

**ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 316 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Annapolis was developed in close cooperation with local jurisdiction staff. Annapolis staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Annapolis staff also augmented The National Citizen Survey™ basic service with several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Annapolis Survey (316 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Annapolis, but from City of Annapolis services to services like them provided by other jurisdictions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Annapolis chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Annapolis survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Annapolis results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Annapolis' rating to the benchmark.

## **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Annapolis survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Annapolis and believed the City was a good place to live. The overall quality of life in the City of Annapolis was rated as “excellent” or “good” by 87% of respondents. A majority reported they plan on staying in the City of Annapolis for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were shopping opportunities, the overall appearance of Annapolis, and the overall image or reputation of Annapolis. The three characteristics receiving the least positive ratings were the availability of affordable quality housing, the availability of affordable quality child care, and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, eleven were above the national benchmark comparison, ten were similar to the national benchmark comparison and ten were below.

Residents in the City of Annapolis were somewhat civically engaged. While only 28% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Annapolis, which was much higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Close to half rated the overall direction being taken by the City of Annapolis as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Annapolis in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, one was above the benchmark comparison, 18 were similar to the benchmark comparison and 16 were below.

A Key Driver Analysis was conducted for the City of Annapolis which examined the relationships between ratings of each service and ratings of the City of Annapolis' services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Annapolis can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Drinking water
- Economic development
- Public information services

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Annapolis – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Annapolis. Residents were asked whether they planned to move soon or if they would recommend the City of Annapolis to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Annapolis offers services and amenities that work.

Most of the City of Annapolis’ residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

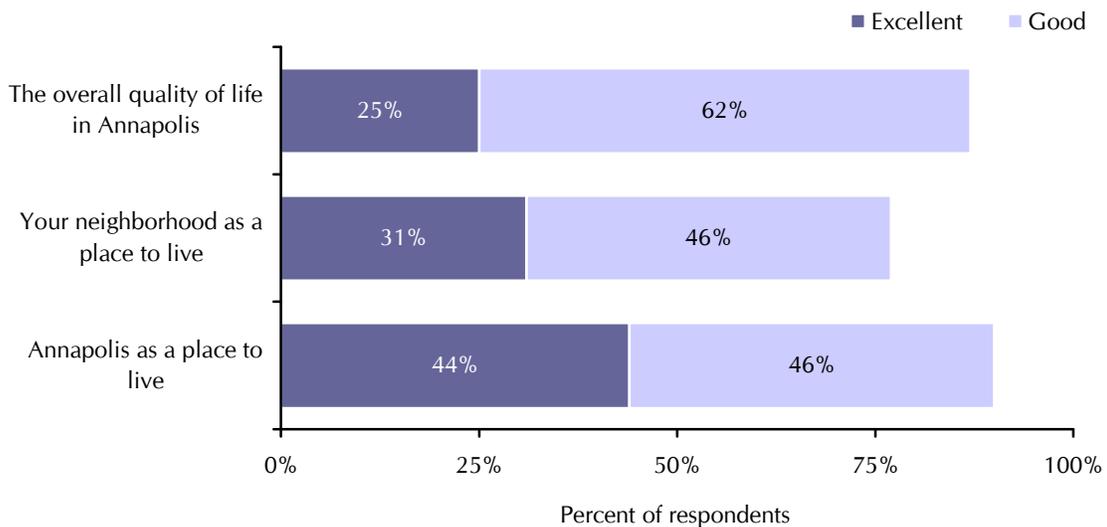


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

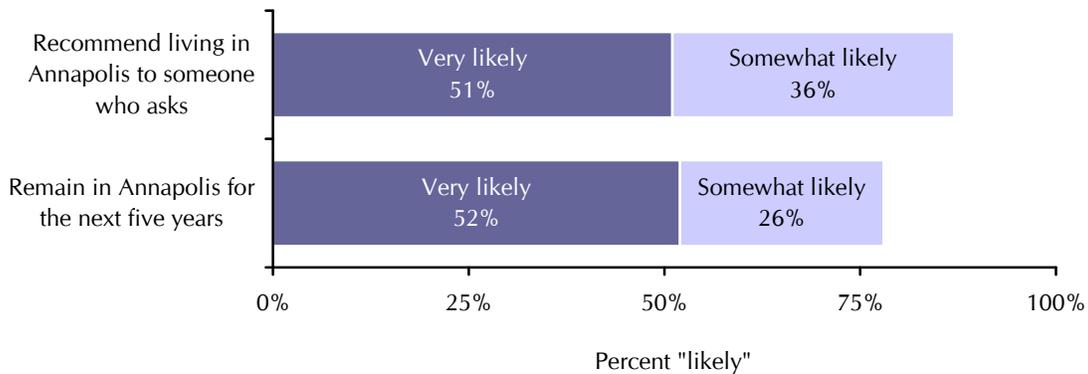


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Annapolis	Above
Your neighborhood as place to live	Similar
Annapolis as a place to live	Much above
Recommend living in Annapolis to someone who asks	Above
Remain in Annapolis for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking was given the most positive rating, followed by the availability of paths and walking trails.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

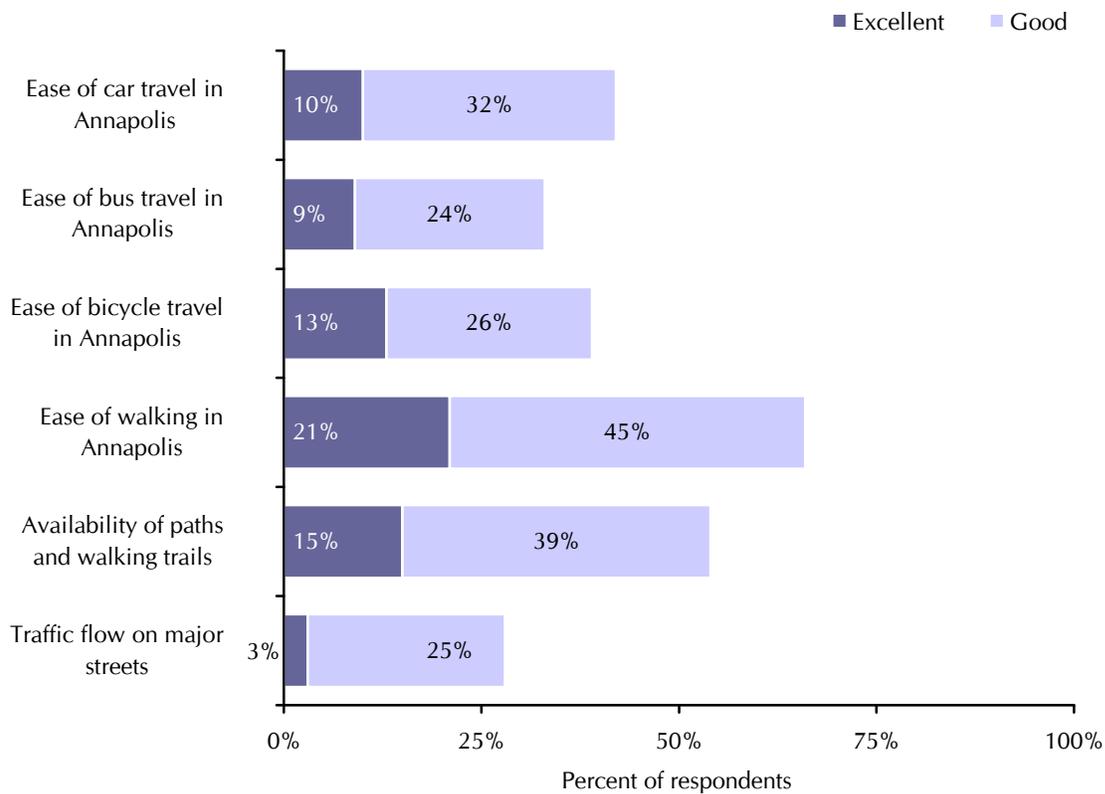


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Annapolis	Much below
Ease of bus travel in Annapolis	Similar
Ease of bicycle travel in Annapolis	Below
Ease of walking in Annapolis	Above
Availability of paths and walking trails	Similar
Traffic flow on major streets	Much below

Eight transportation services were rated in Annapolis. When compared to most communities across America, ratings were similar to or below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

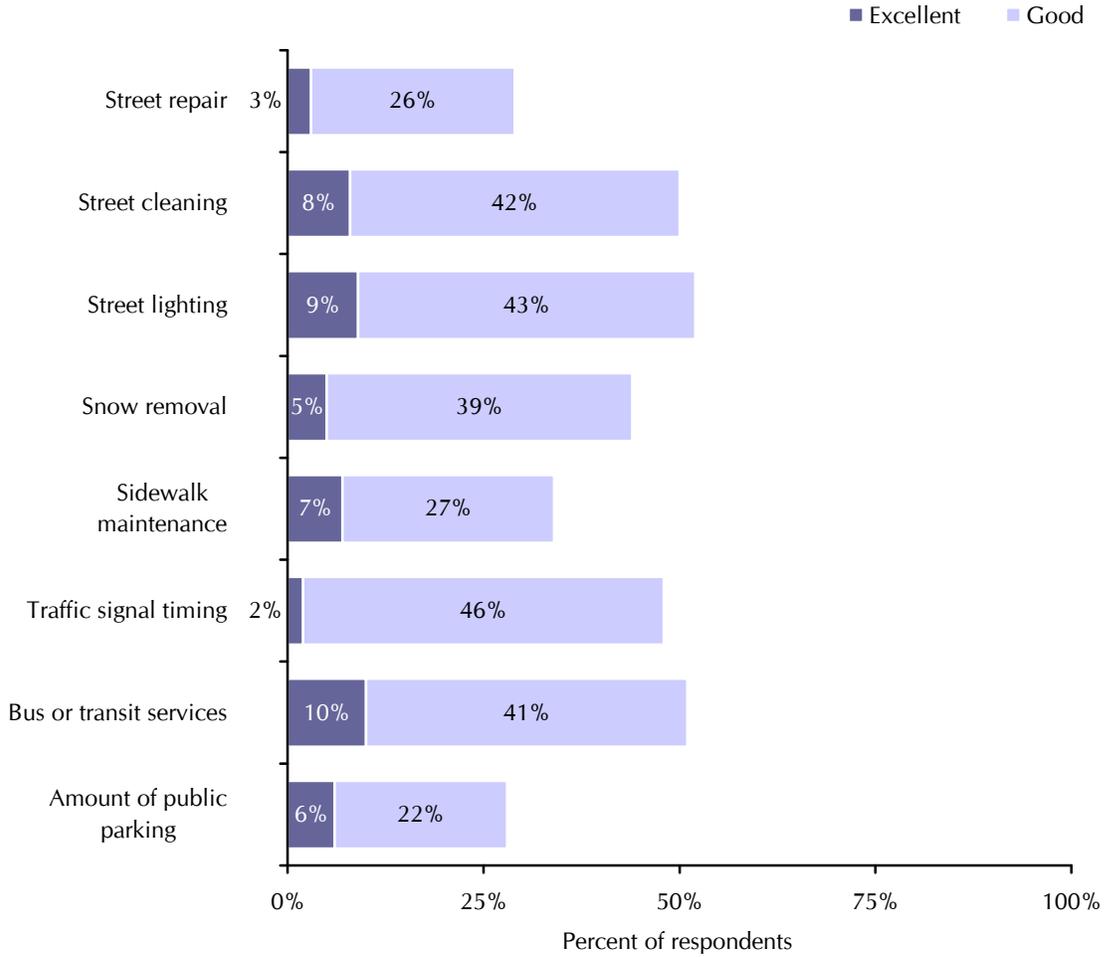


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much below
Street cleaning	Much below
Street lighting	Below
Snow removal	Much below
Sidewalk maintenance	Much below
Traffic signal timing	Similar
Bus or transit services	Similar
Amount of public parking	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit, 1% by bicycle and 5% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

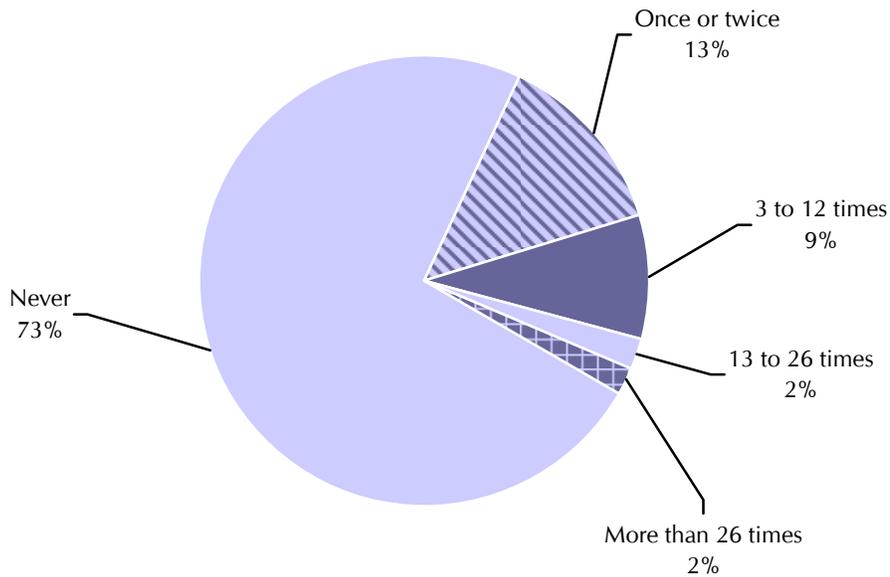


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Annapolis	Similar

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

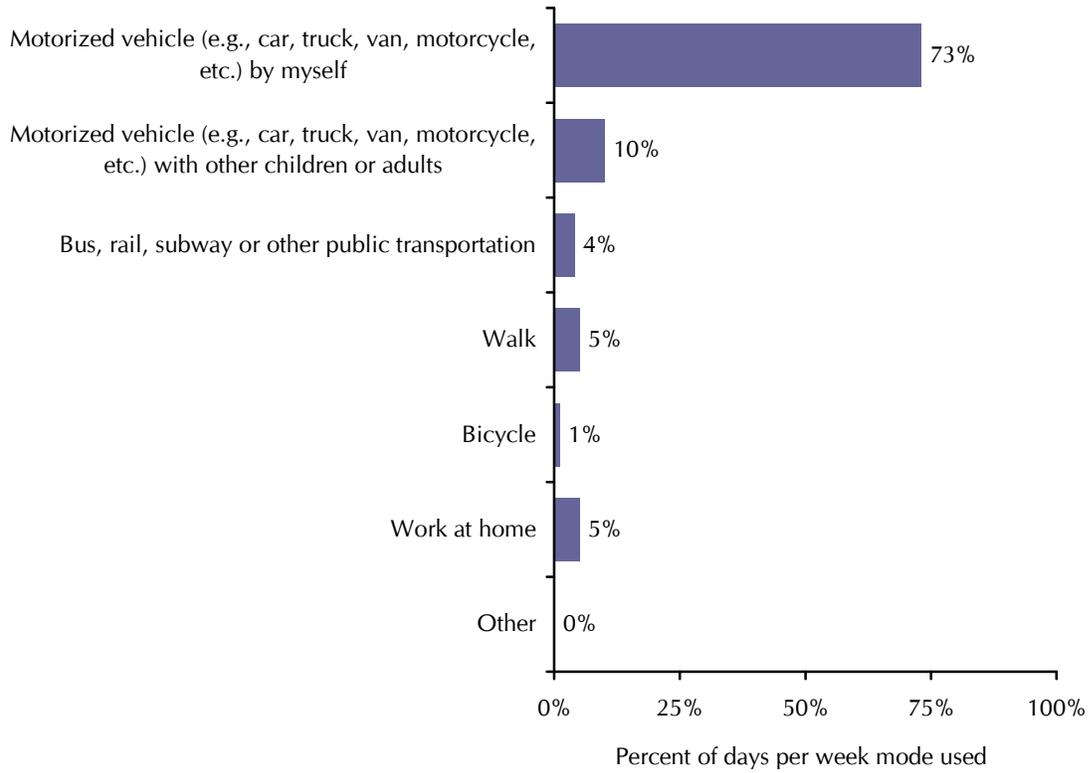


FIGURE 13: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Similar

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Annapolis residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 21% of respondents, while the variety of housing options was rated as “excellent” or “good” by 41% of respondents. The rating of perceived affordable housing availability was much lower in the City of Annapolis than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

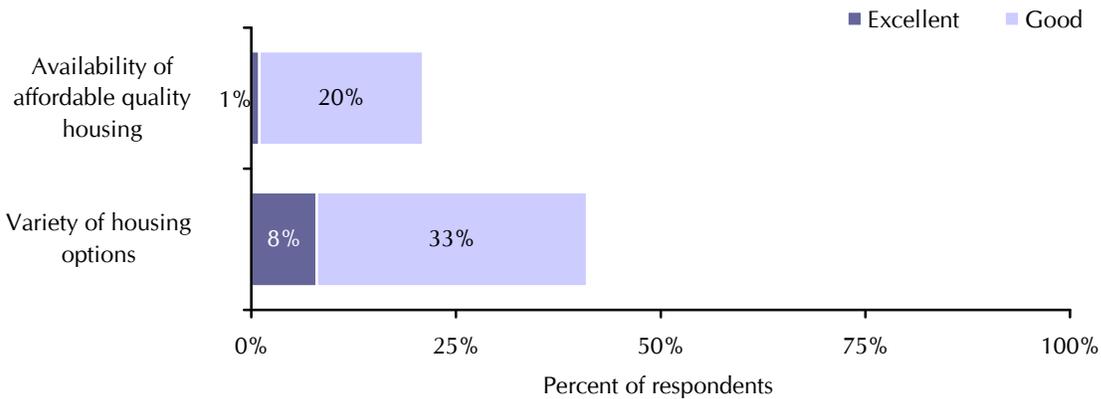


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

To augment the perceptions of affordable housing in Annapolis, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Annapolis experiencing housing cost stress. About 44% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

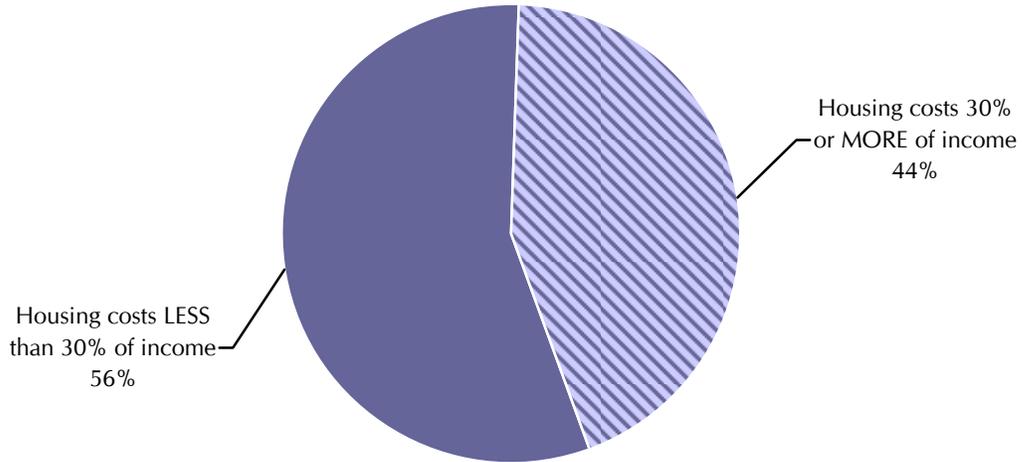


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Annapolis and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Annapolis was rated as “excellent” by 10% of respondents and as “good” by an additional 47%. The overall appearance of Annapolis was rated as “excellent” or “good” by 75% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Annapolis, 12% thought they were a “major” problem. The service of land use, planning and zoning was rated similar to the benchmark, the service of code enforcement was rated below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

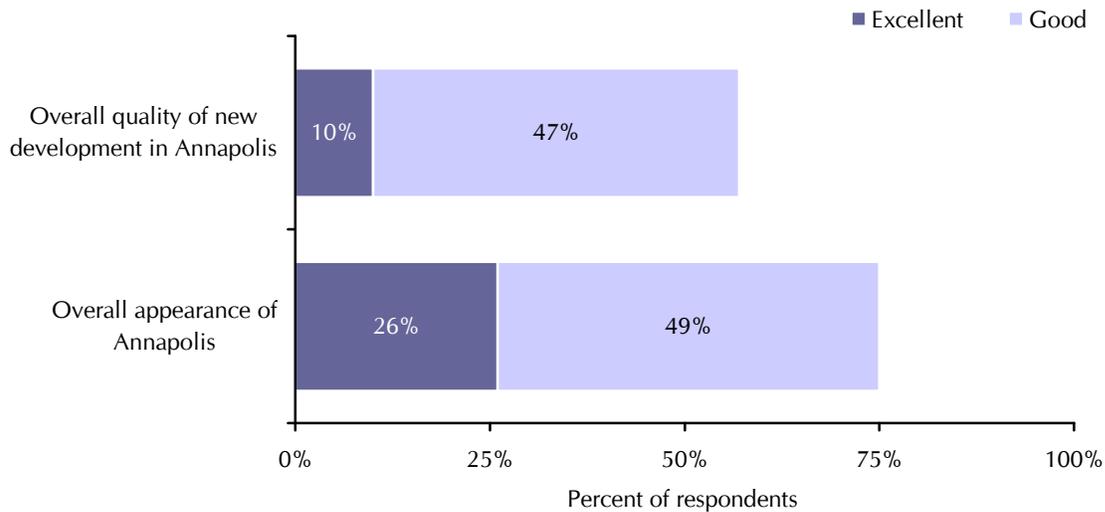


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Annapolis	Similar
Overall appearance of Annapolis	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH

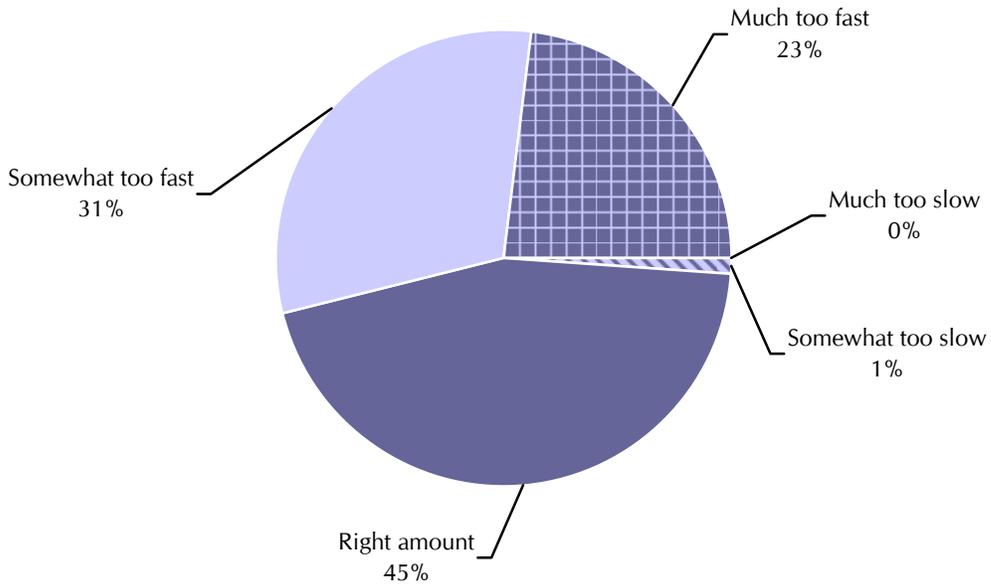


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

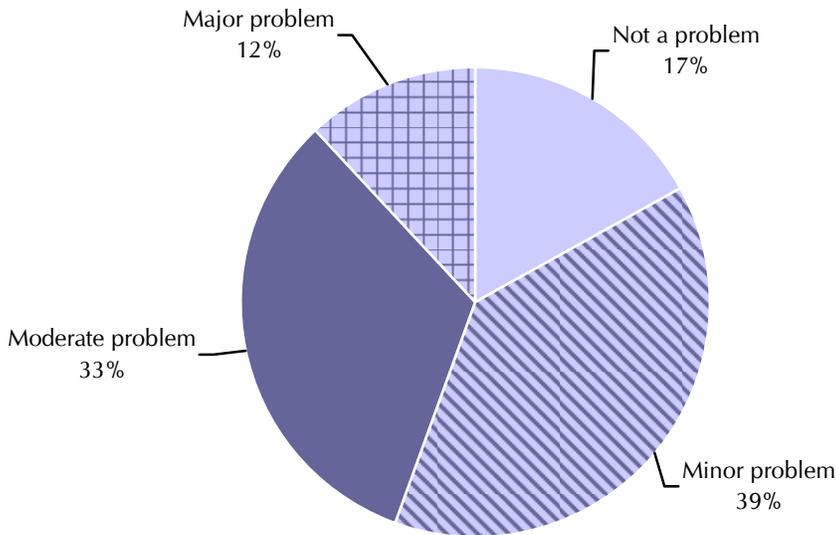


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

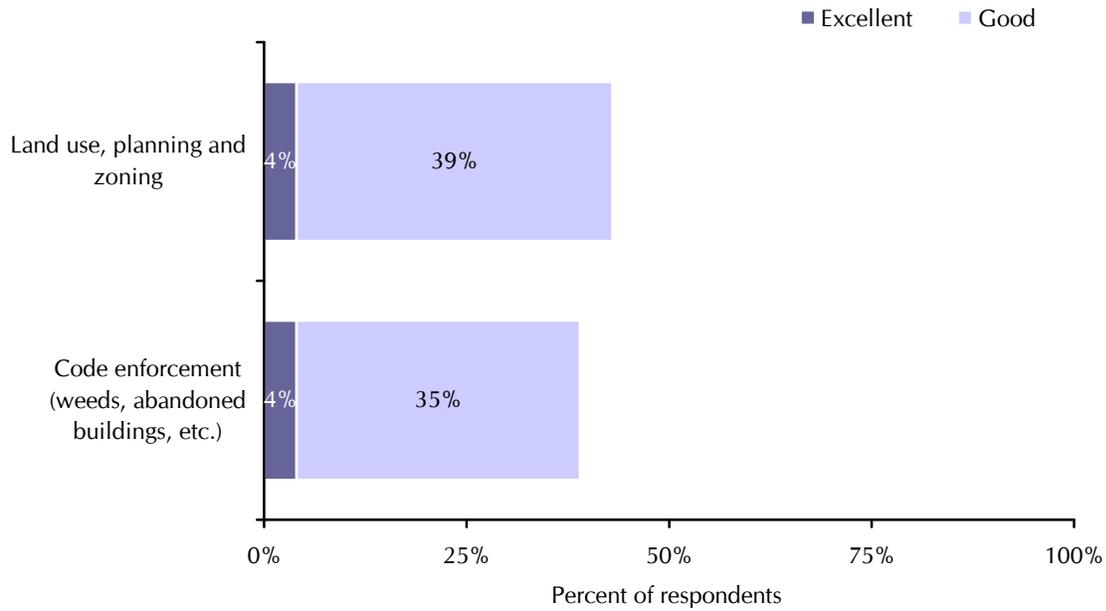


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments in Annapolis. Receiving the lowest rating was employment opportunities. All of these ratings were above the benchmark comparisons.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

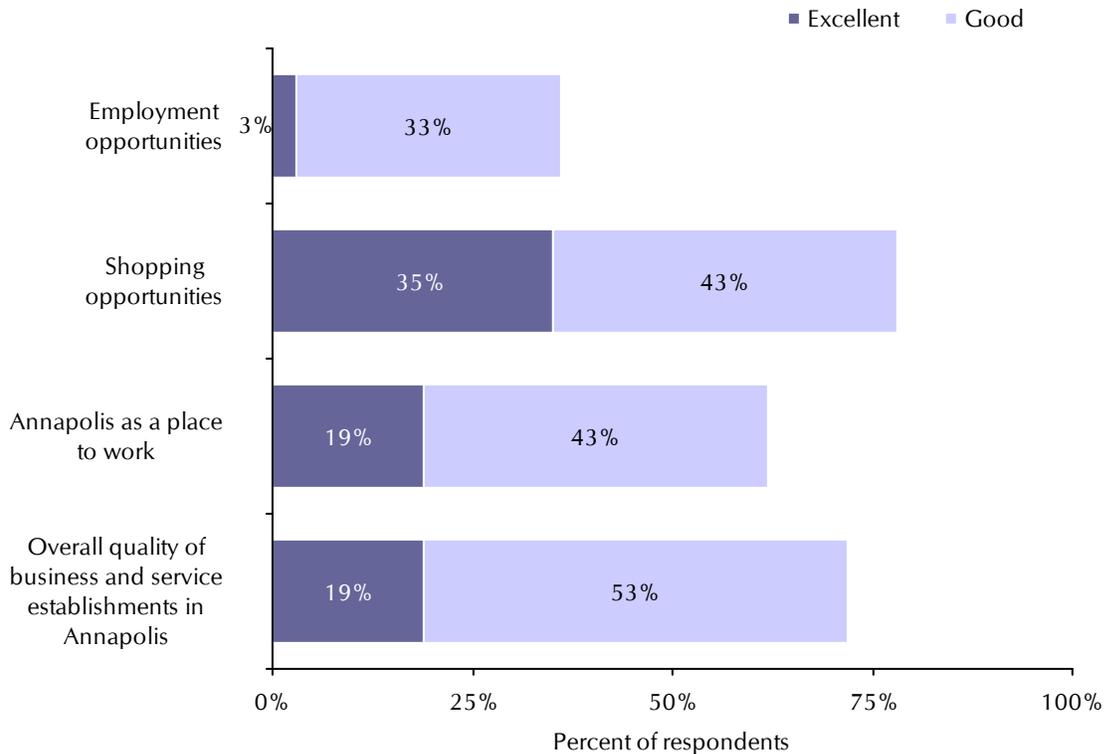


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Much above
Annapolis as a place to work	Above
Overall quality of business and service establishments in Annapolis	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Annapolis, 80% responded that it was “too slow,” while 22% reported retail growth as “too slow.” A much smaller proportion of residents in Annapolis compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

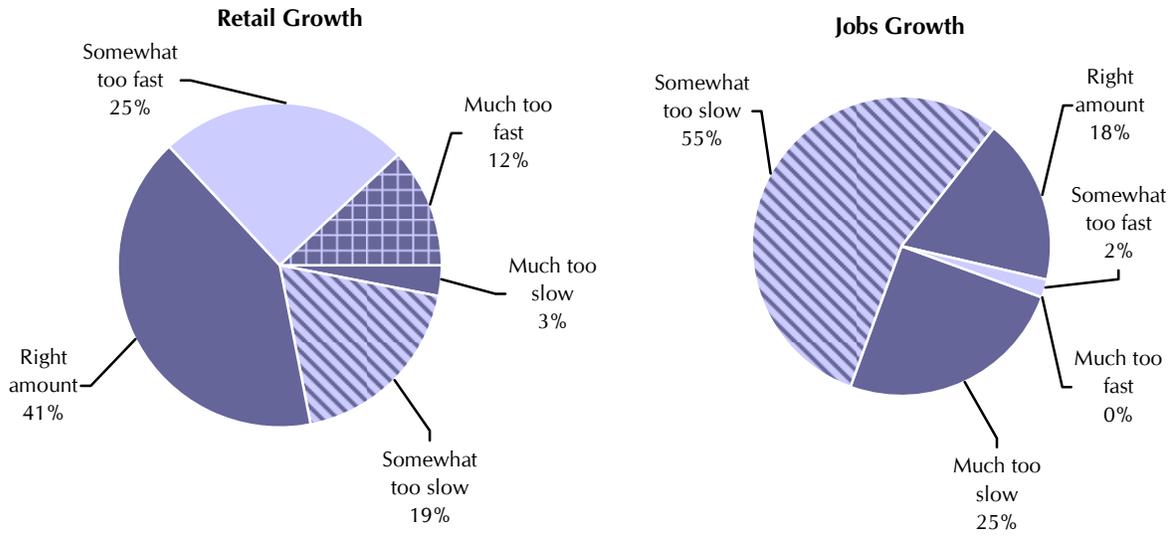


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

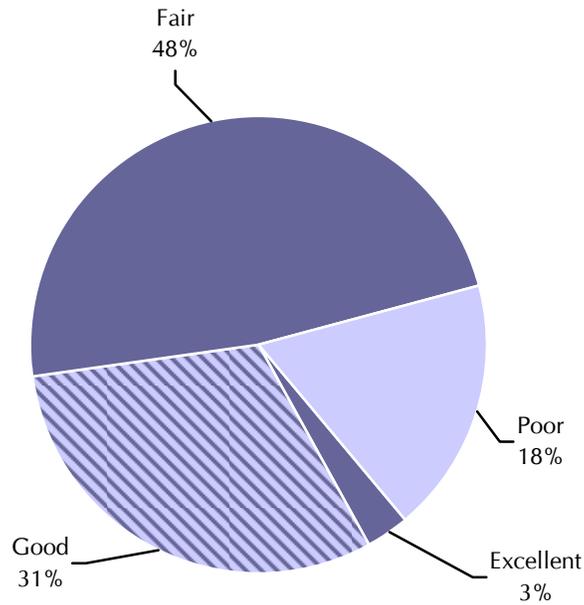


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

Comparison to benchmark	
Economic development	Below

Residents were asked to reflect on their economic prospects in the near term. Fifteen percent of the City of Annapolis residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 28% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

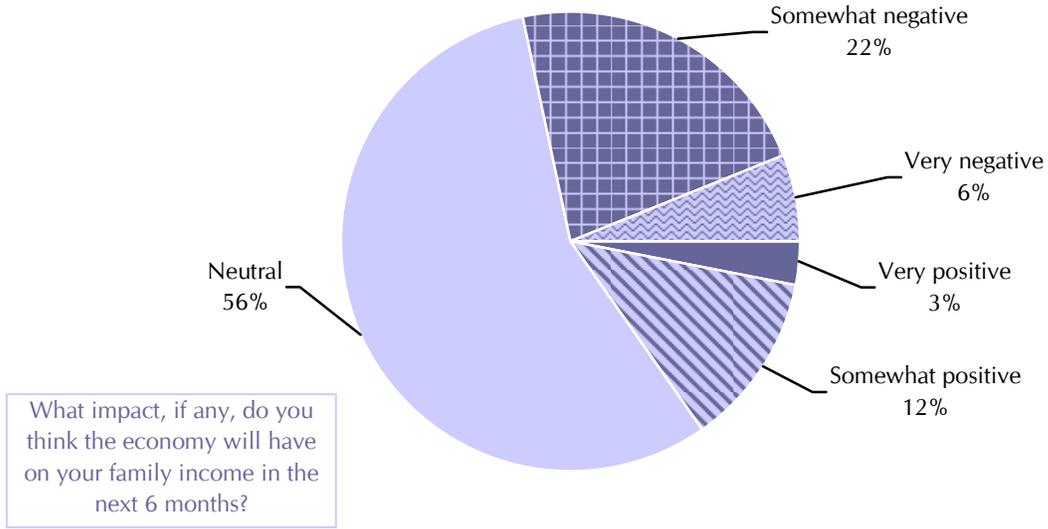


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Annapolis. About 65% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 72% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

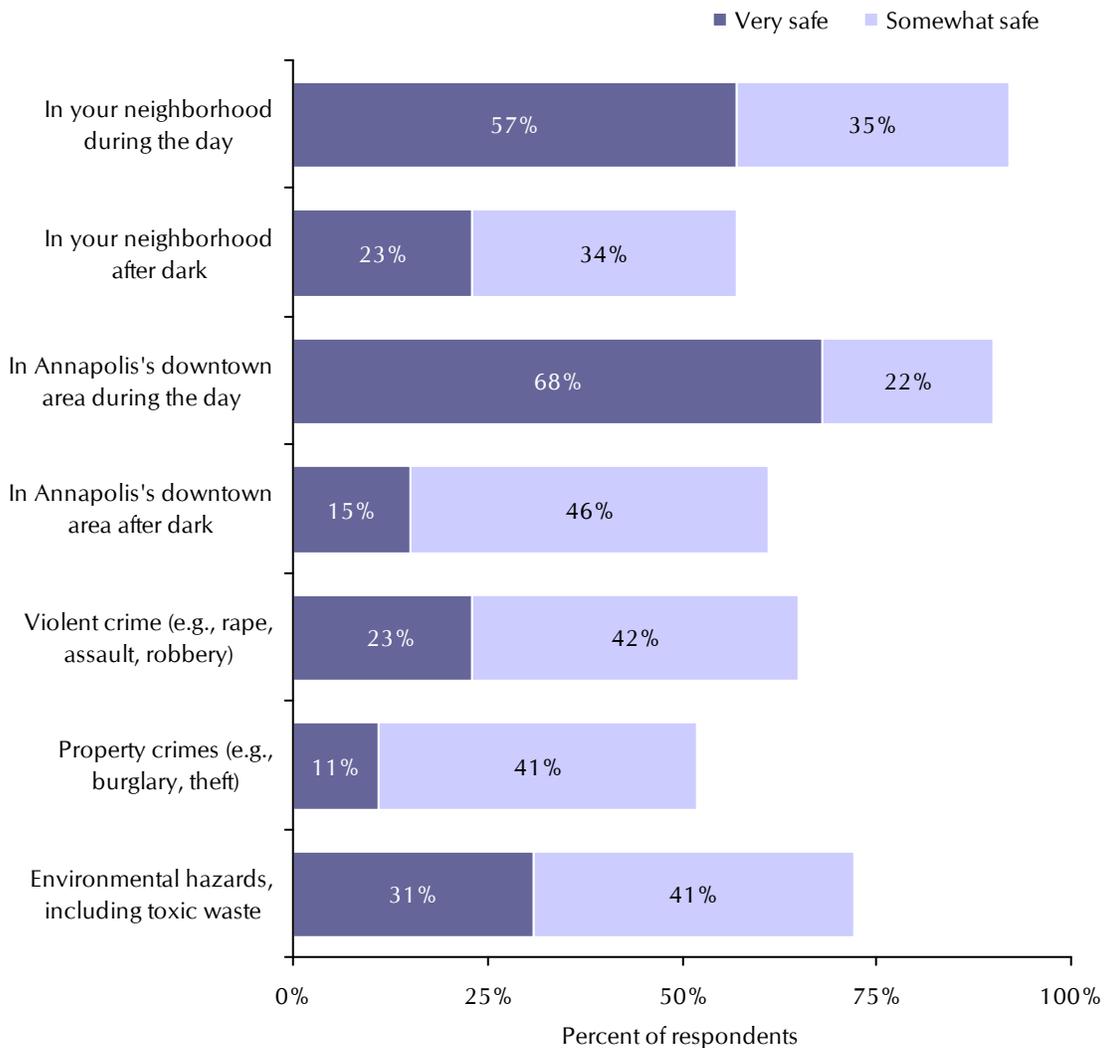


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Much below
In Annapolis' downtown area during the day	Above
In Annapolis' downtown area after dark	Similar
Violent crime (e.g., rape, assault, robbery)	Much below
Property crimes (e.g., burglary, theft)	Below
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 75% had reported it to police. Compared to other jurisdictions about the same percent of Annapolis residents had been victims of crime in the 12 months preceding the survey and fewer Annapolis residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

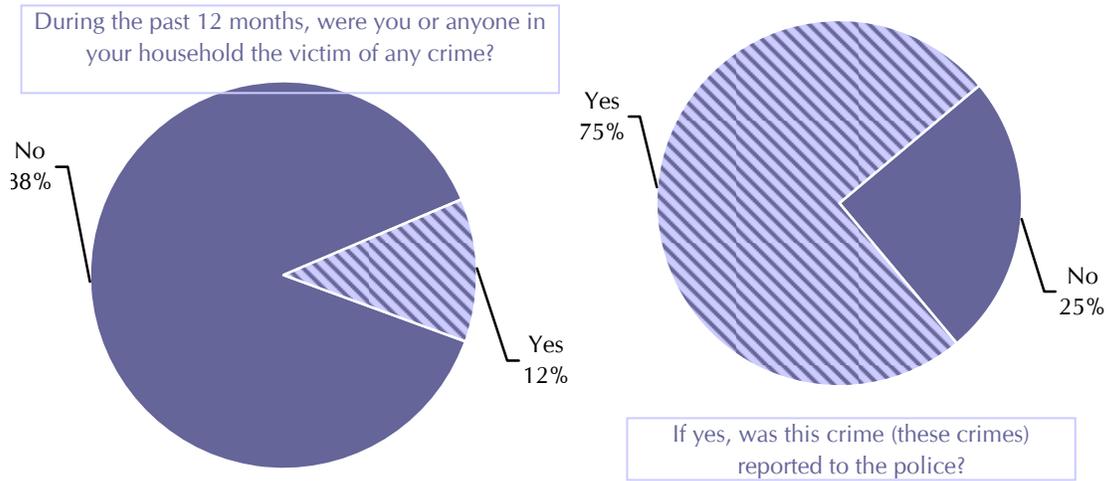


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Less

Residents rated seven City public safety services; of these, four were rated similar to the benchmark comparison and three were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

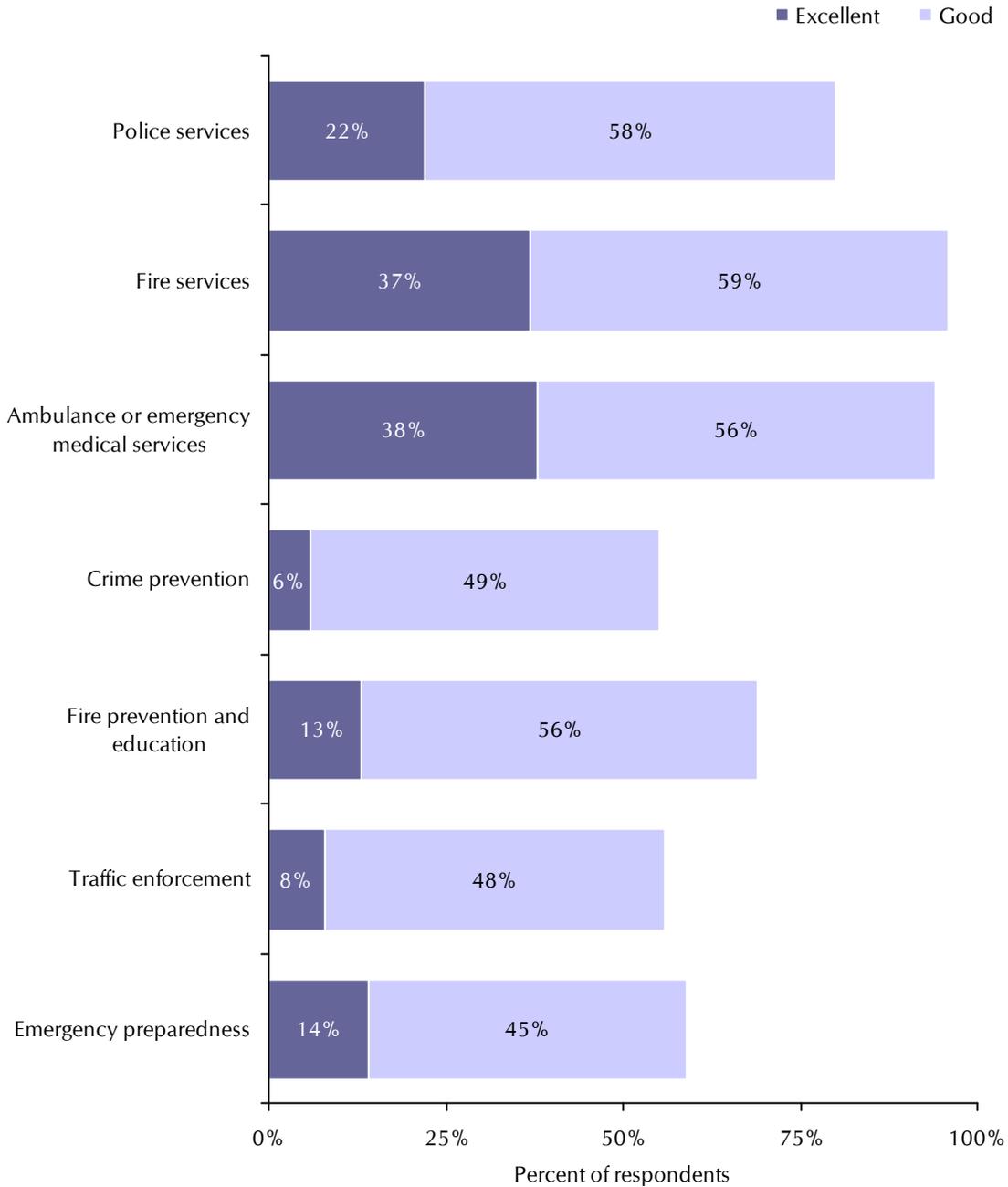


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Much below
Fire prevention and education	Below
Traffic enforcement	Below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

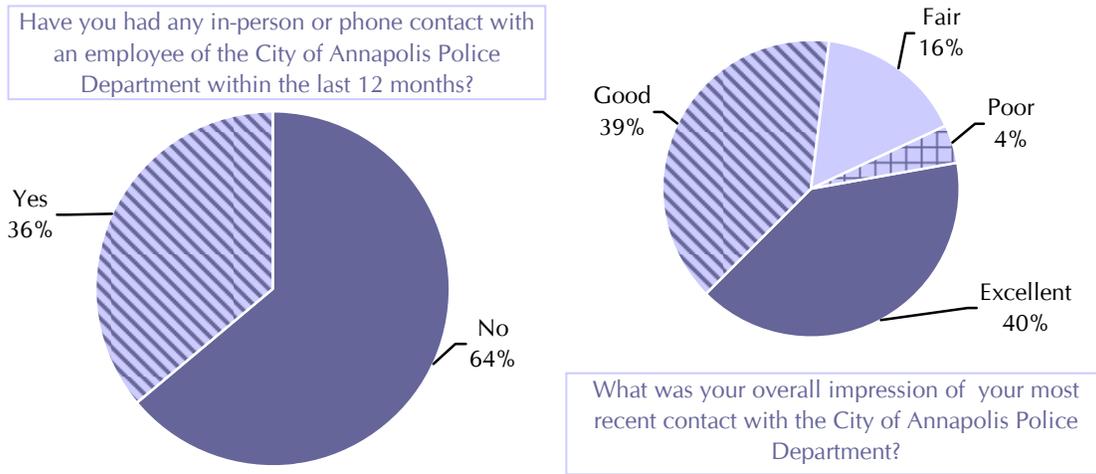


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

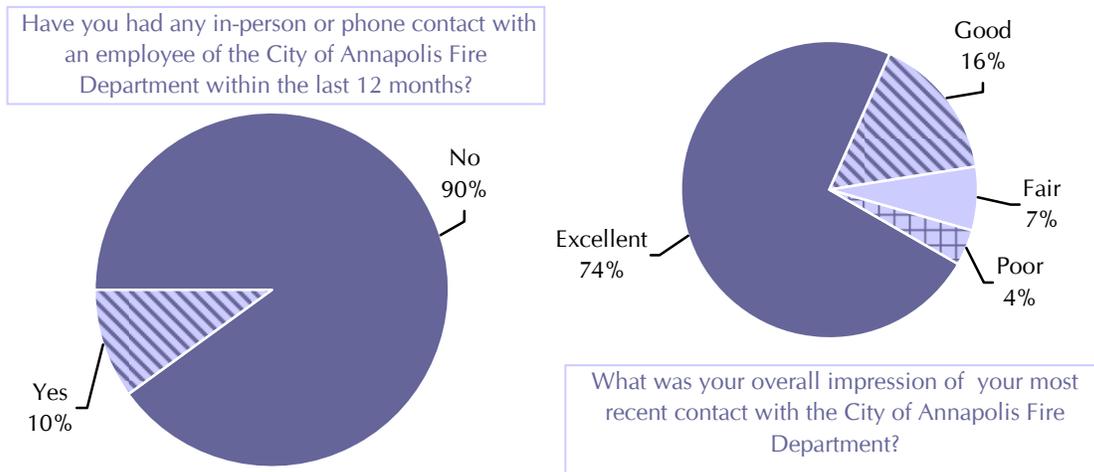


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Annapolis Police Department	Similar
Overall impression of most recent contact with the City of Annapolis Police Department	Above
Had contact with the City of Annapolis Fire Department	Less
Overall impression of most recent contact with the City of Annapolis Fire Department	Above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Annapolis were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 66% of survey respondents. The cleanliness of Annapolis received the highest rating, and it was similar to the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

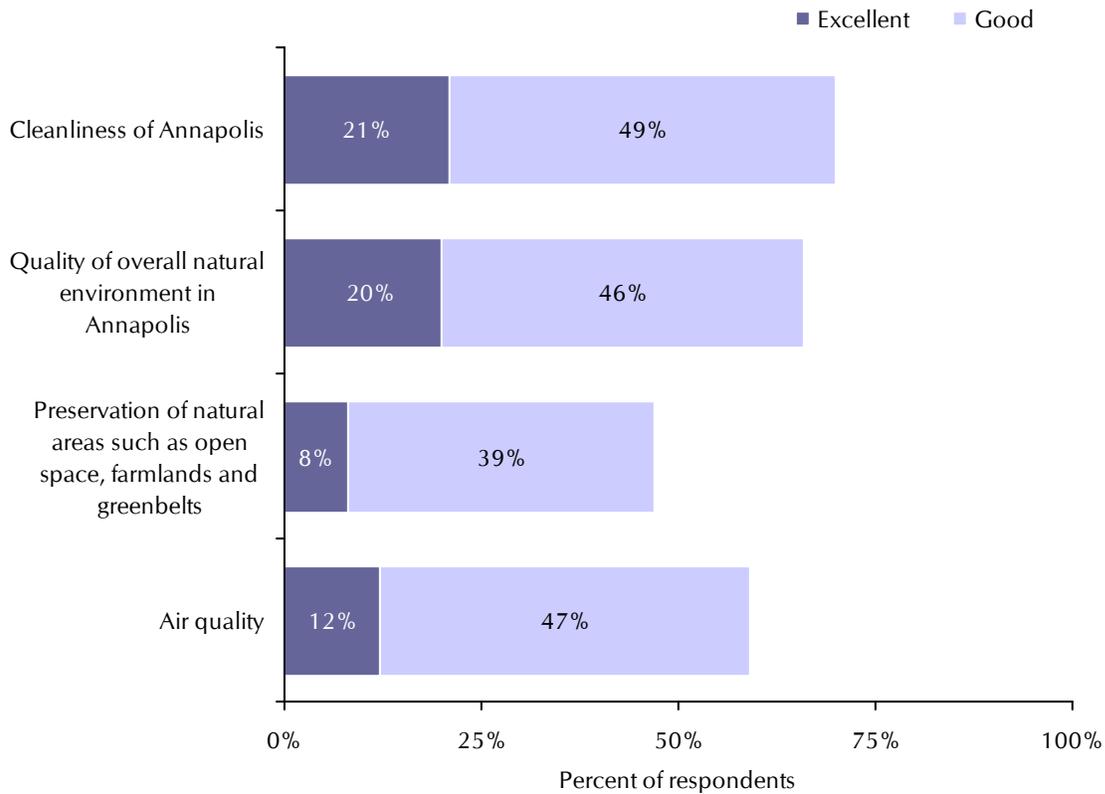


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Annapolis	Similar
Quality of overall natural environment in Annapolis	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Much below
Air quality	Below

Resident recycling was about the same as recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

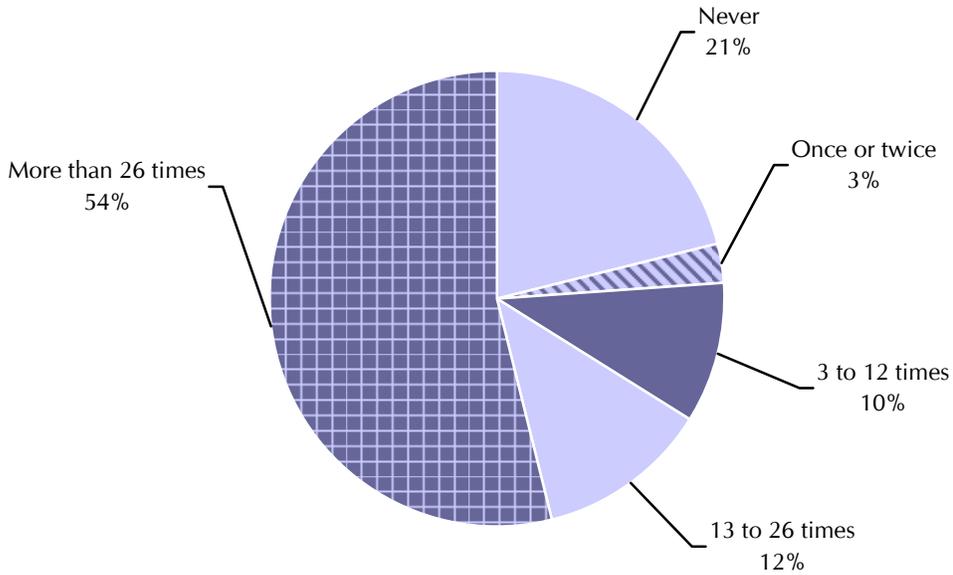


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Similar

Of the seven utility services rated by those completing the questionnaire, four were similar to the benchmark comparison and three were below the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

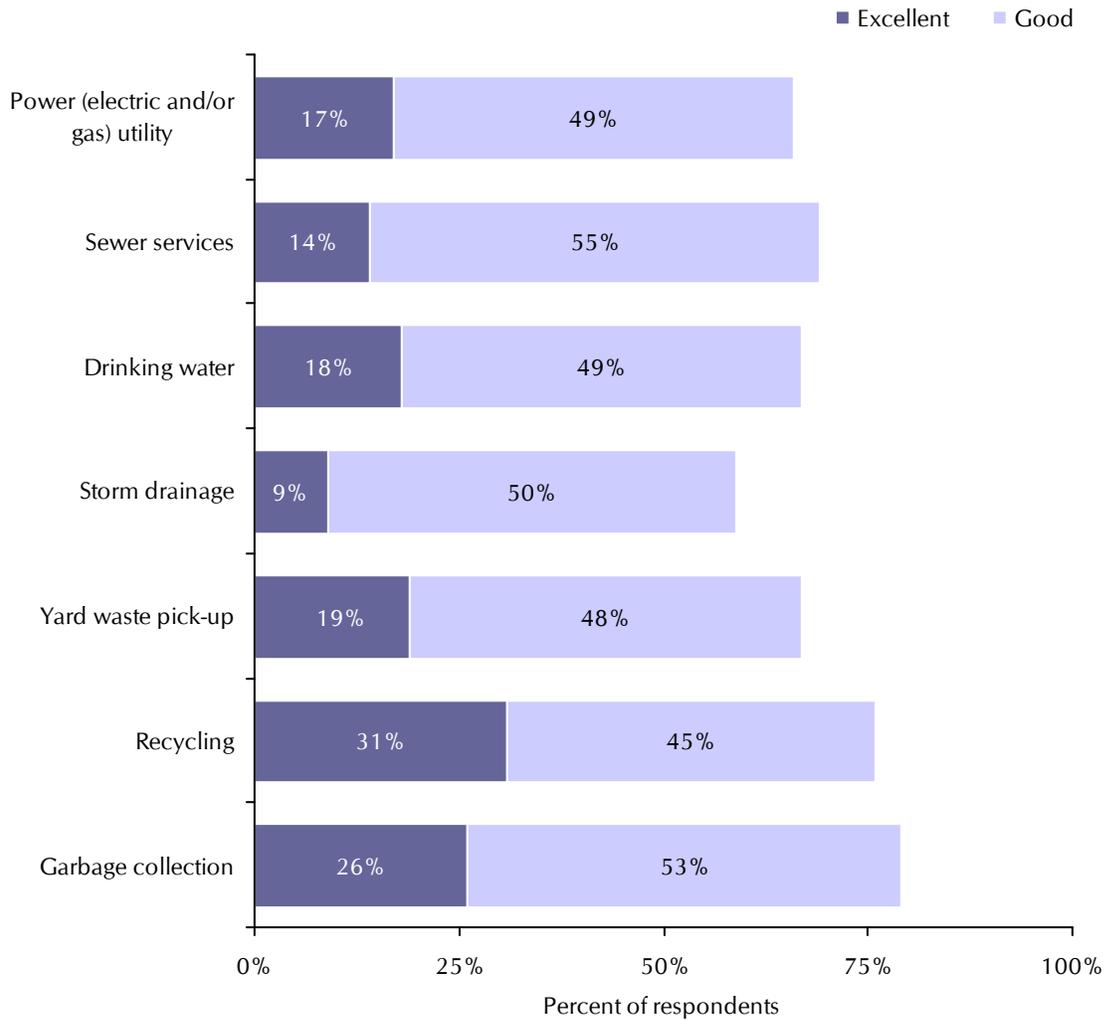


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Below
Sewer services	Similar
Drinking water	Similar
Storm drainage	Similar
Yard waste pick-up	Below
Recycling	Similar
Garbage collection	Below

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Annapolis were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated similar to the benchmark.

Resident use of Annapolis parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Annapolis recreation centers was much smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Annapolis was lower than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

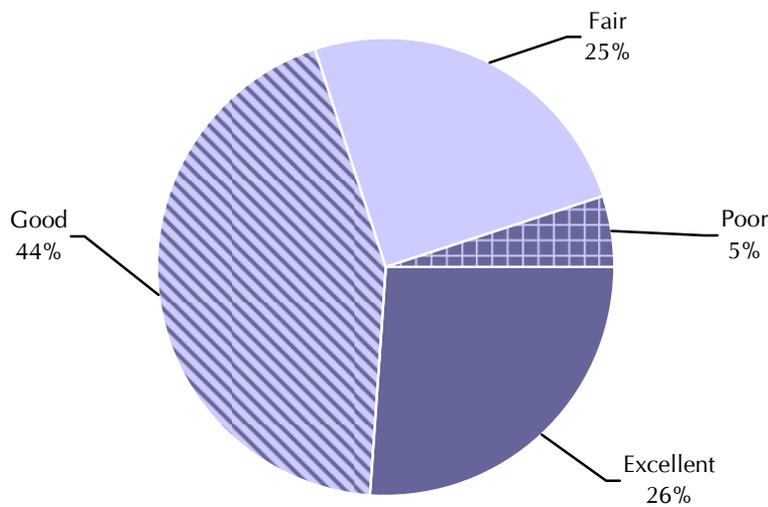


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

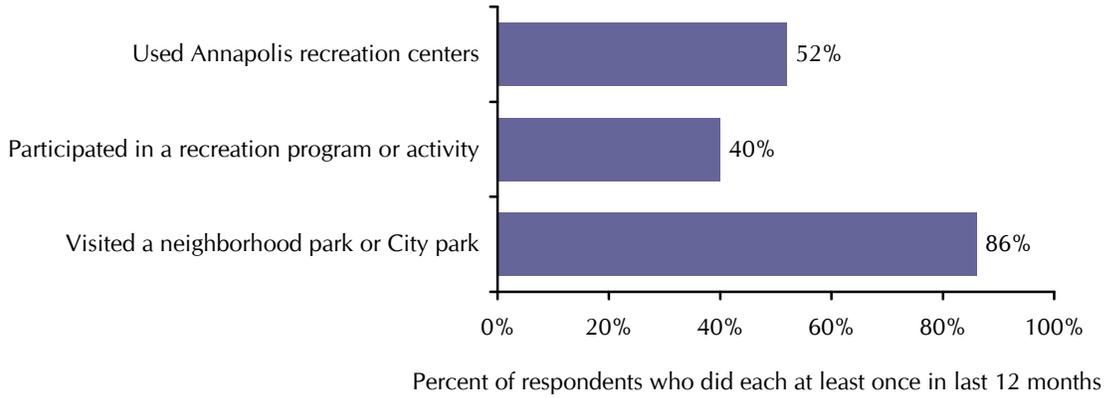


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Annapolis recreation centers	Less
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

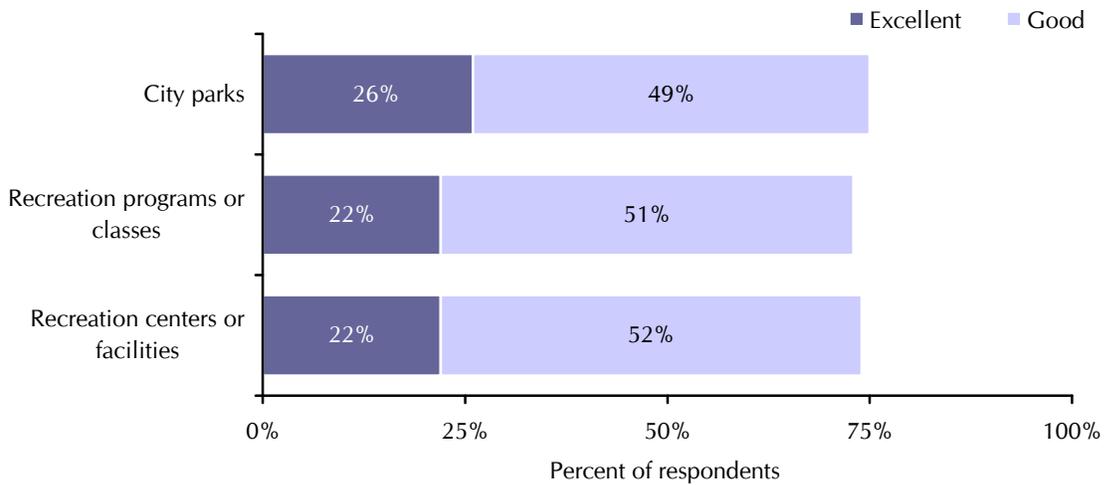


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 67% of respondents. Educational opportunities were rated as “excellent” or “good” by 53% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, while cultural activity opportunities were rated much above the benchmark comparison.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

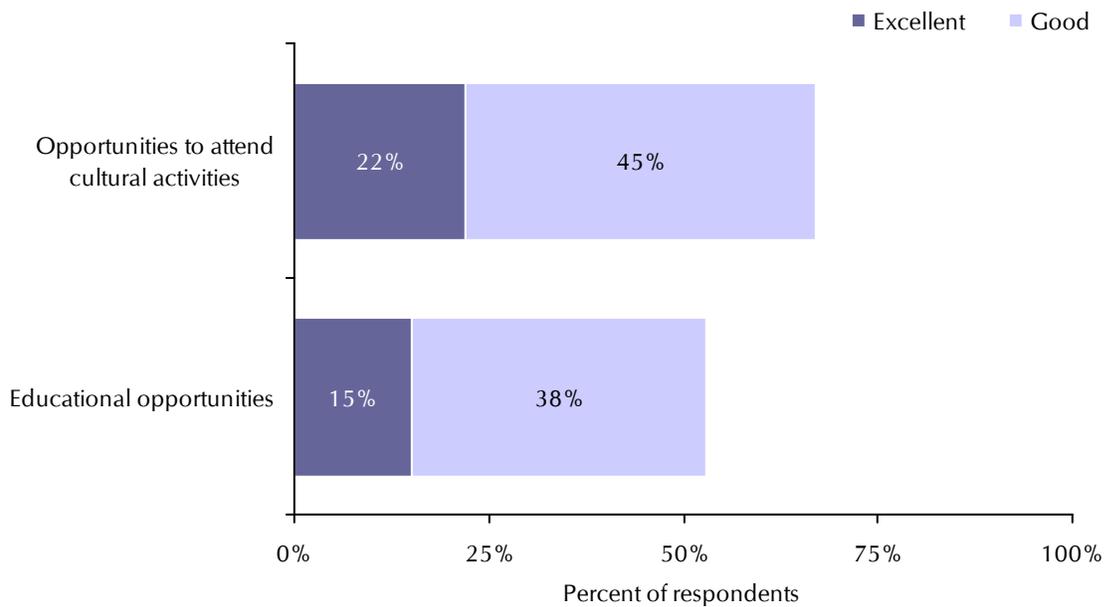


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

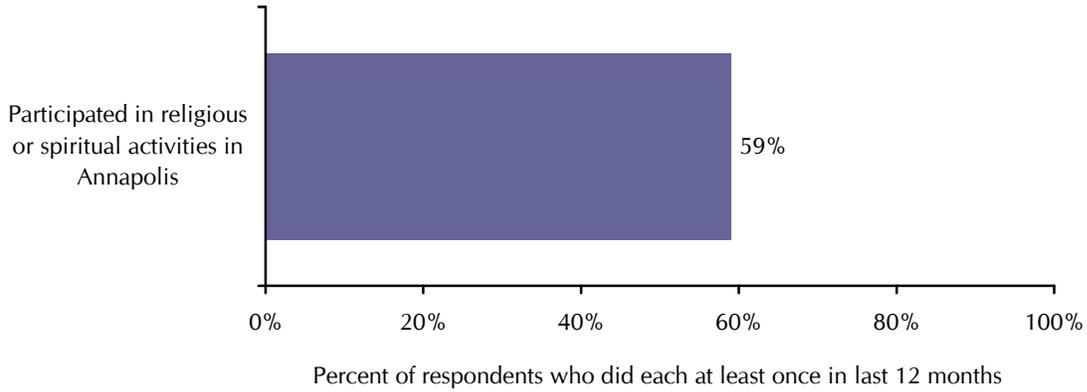


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Participated in religious or spiritual activities in Annapolis	Much more

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

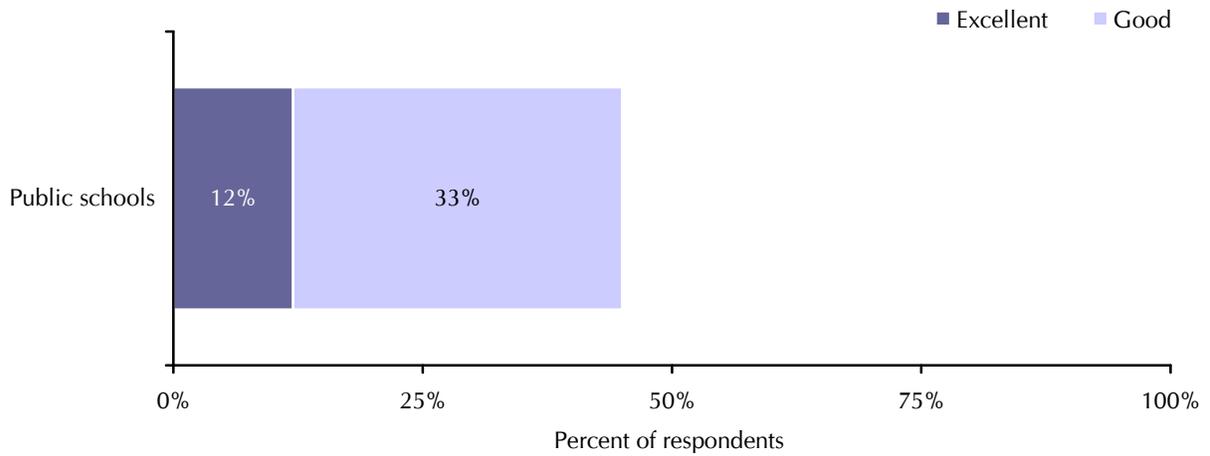


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

Comparison to benchmark	
Public schools	Much below

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Annapolis were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Annapolis.

Among Annapolis residents, 15% rated affordable quality health care as “excellent” while 37% rated it as “good.” Those ratings were similar to the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

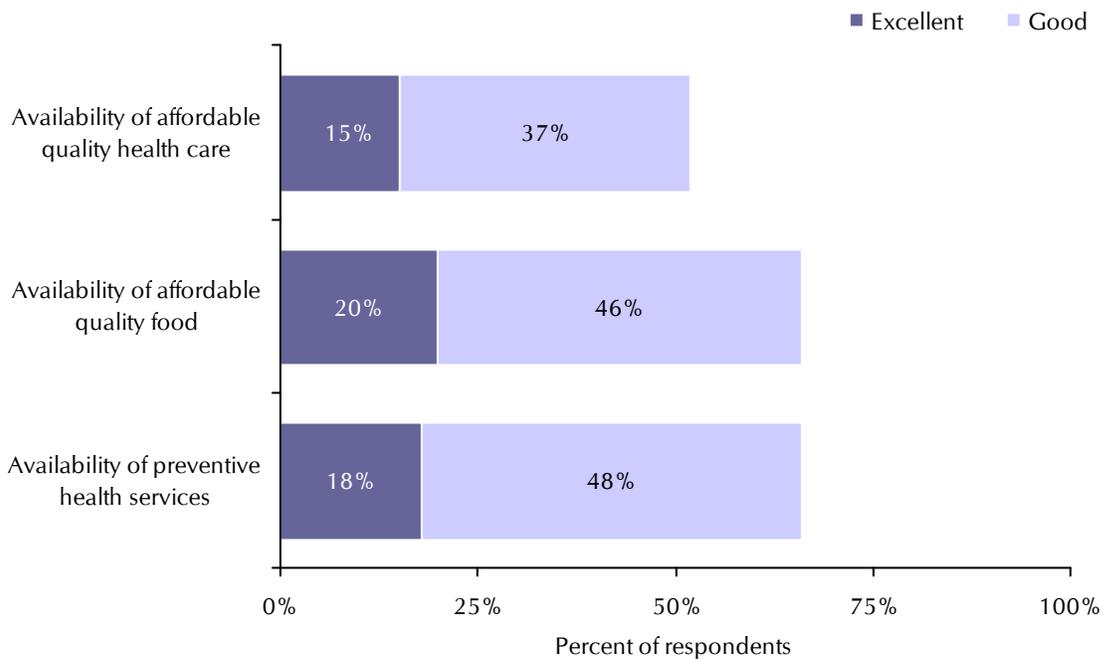


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Similar
Availability of preventive health services	Above

Health services in Annapolis were rated “excellent” or “good” by 75% of respondents and were much above the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

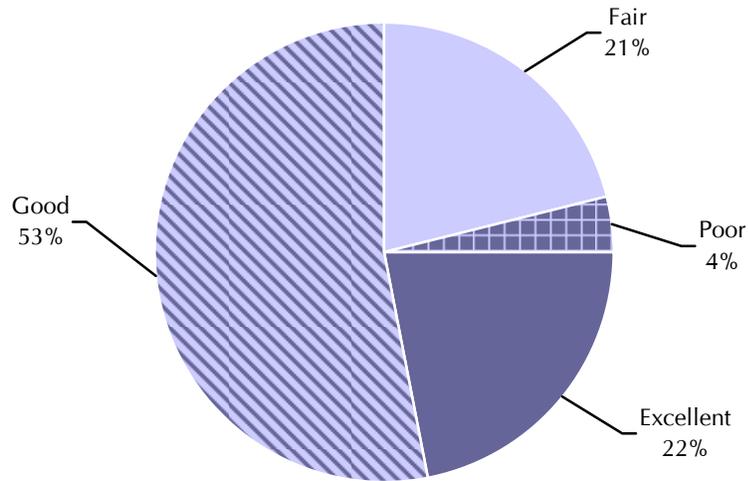


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS



## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Annapolis as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

The majority of residents rated the City of Annapolis as an “excellent” or “good” place to raise kids and a similar amount rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” The availability of affordable quality child care was rated the lowest by residents and was much lower than the benchmark.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

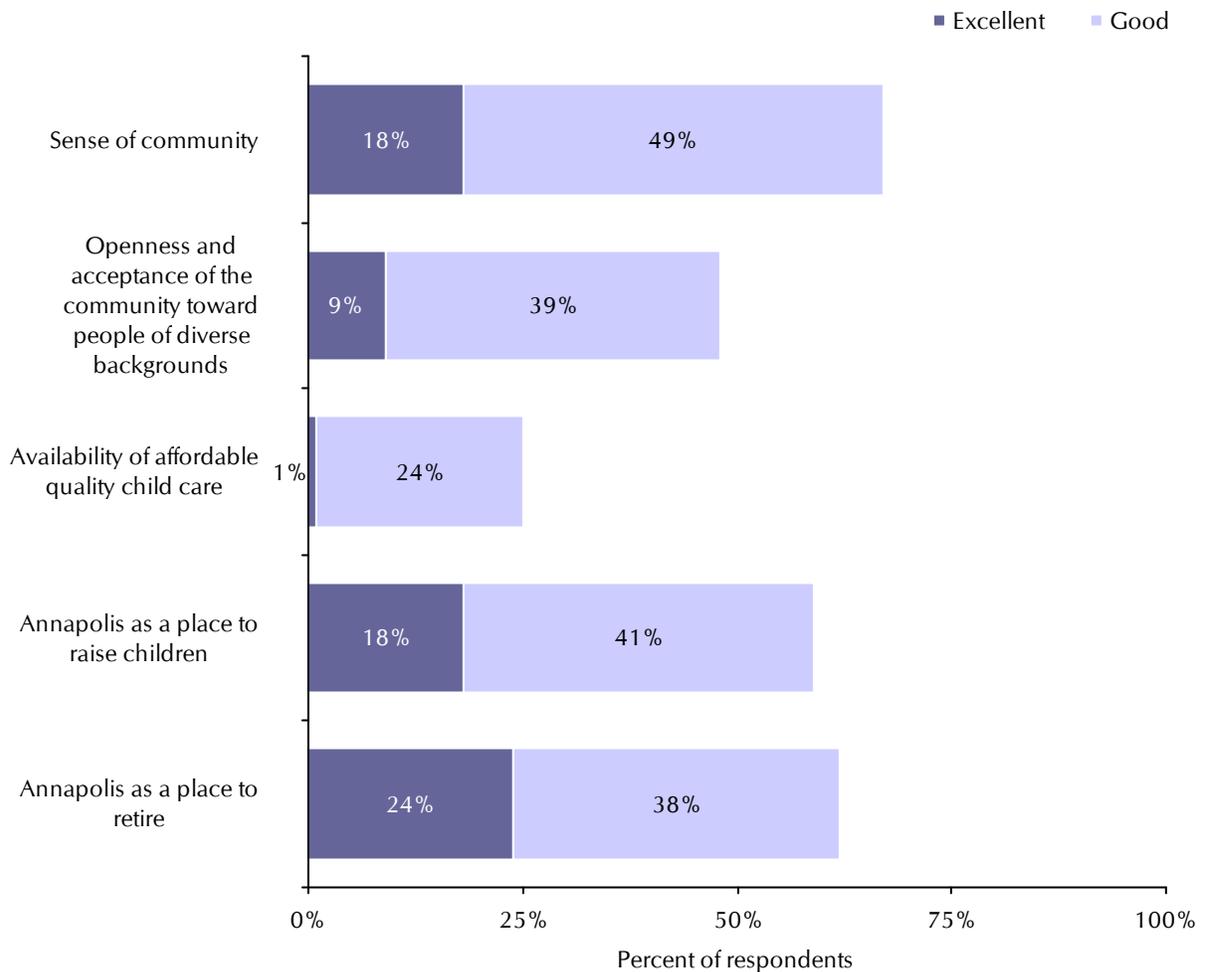


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Much below
Availability of affordable quality child care	Much below
Annapolis as a place to raise kids	Much below
Annapolis as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 45% to 69% with ratings of “excellent” or “good.” These services were rated similar to the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

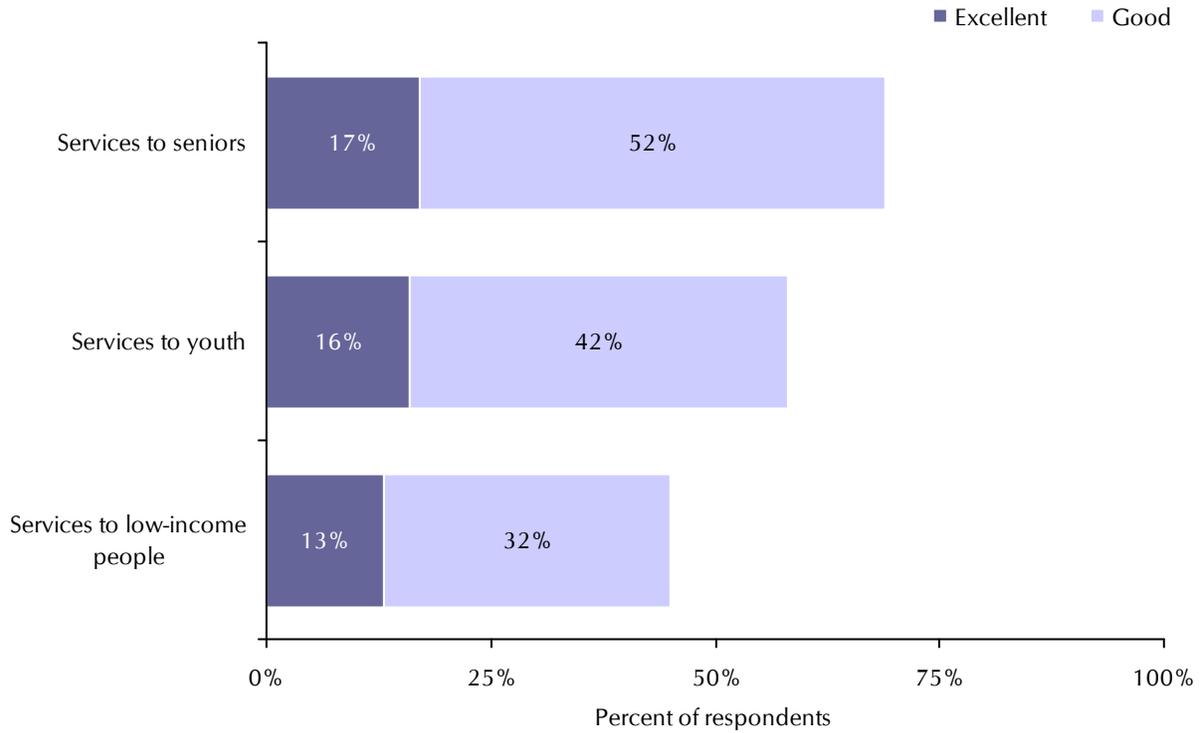


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Similar
Services to low income people	Similar

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Annapolis. Survey participants rated the volunteer opportunities in the City of Annapolis somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was above the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

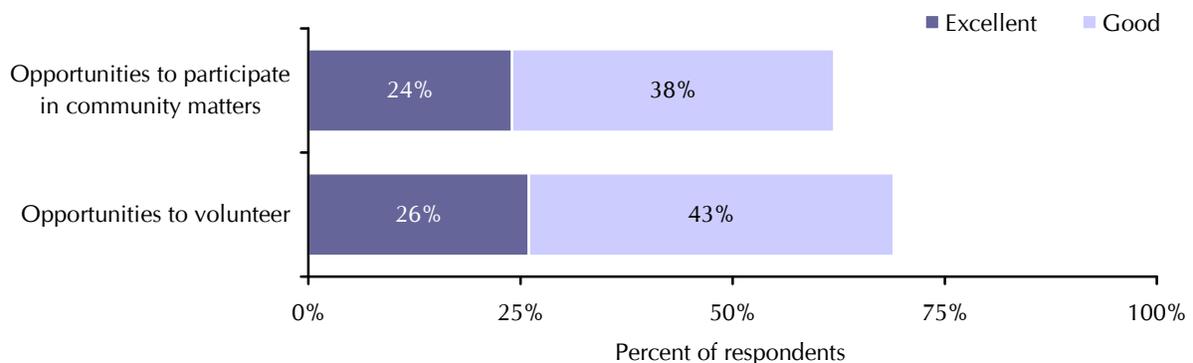


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Above
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had provided help to a friend or neighbor or who had attended a meeting of local elected officials or other public meeting showed similar rates of involvement; while volunteerism and participation in a club or civic group showed higher rates. Those who had watched a public meeting showed lower rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

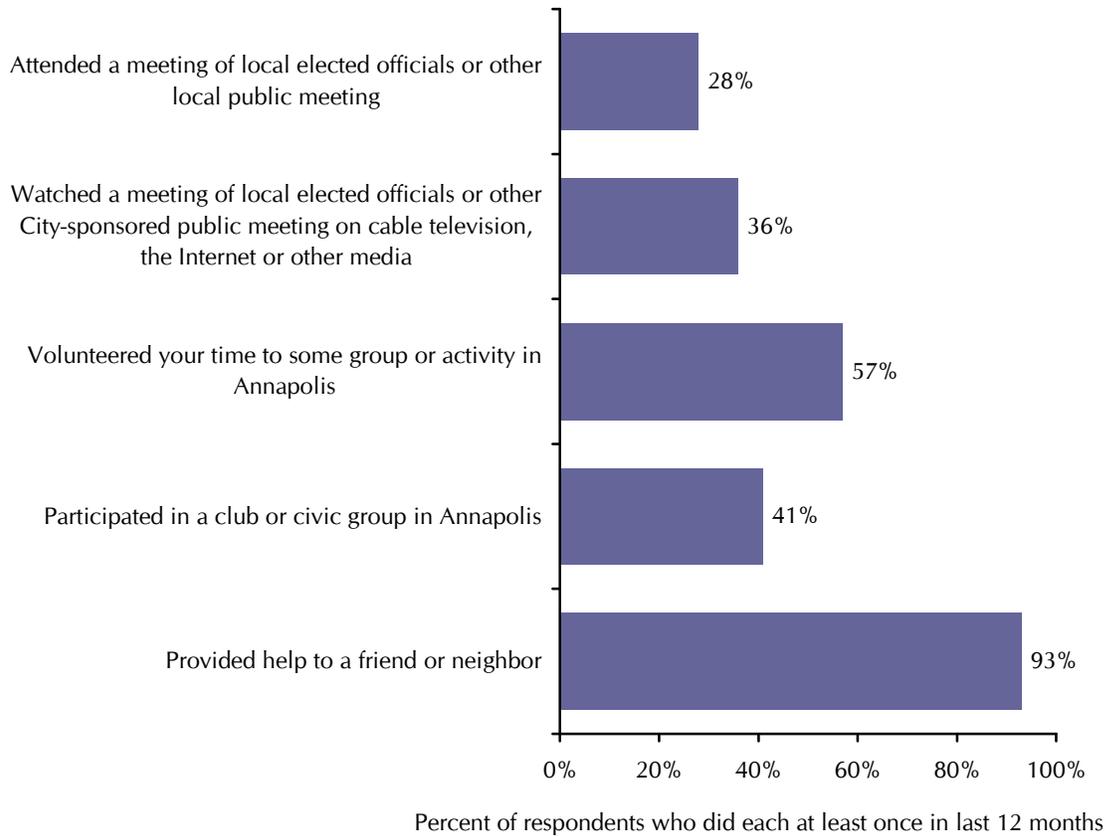


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Less
Volunteered your time to some group or activity in Annapolis	Much more
Participated in a club or civic group in Annapolis	Much more
Provided help to a friend or neighbor	Similar

City of Annapolis residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-two percent reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

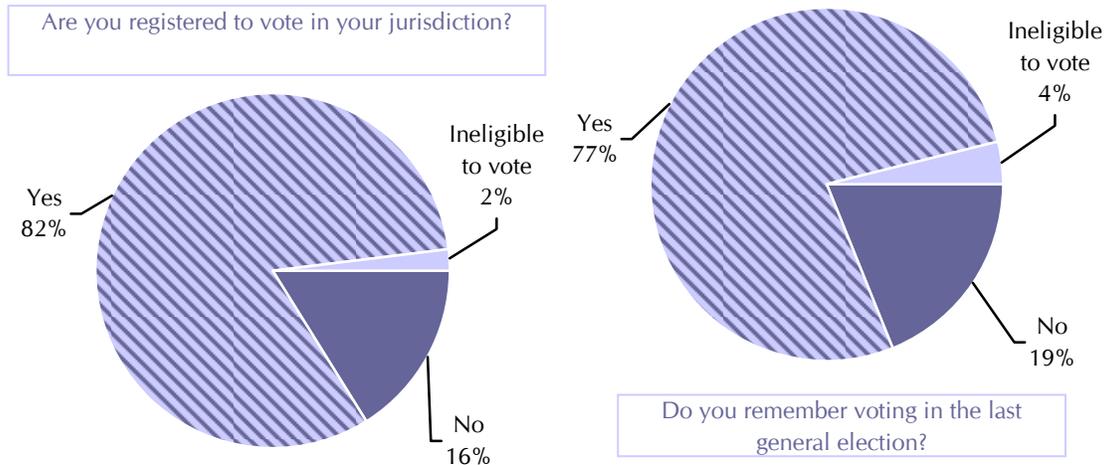


FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Annapolis Web site in the previous 12 months, 72% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

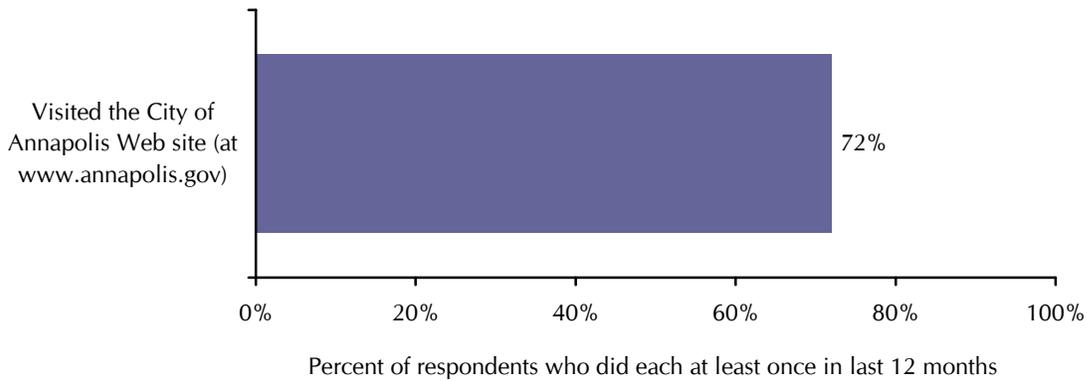


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

Information Source	Comparison to benchmark
Visited the City of Annapolis Web site	Much more

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

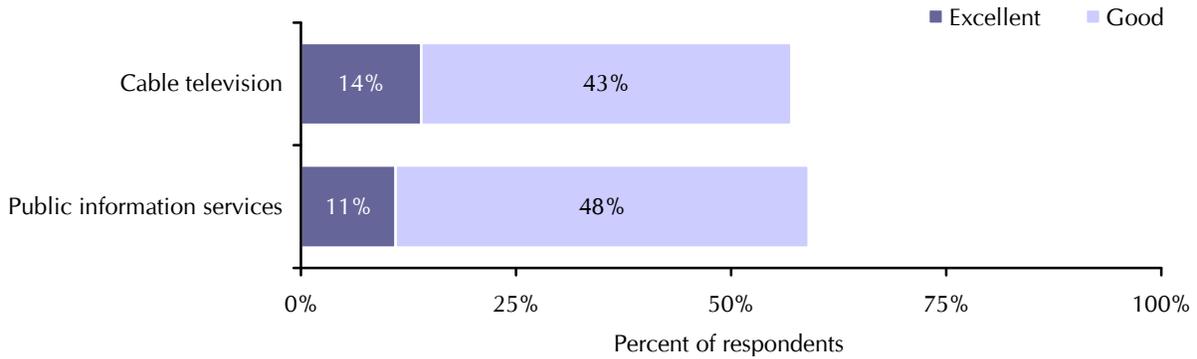


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Service	Comparison to benchmark
Cable television	Similar
Public information services	Below

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 69% of respondents, while similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

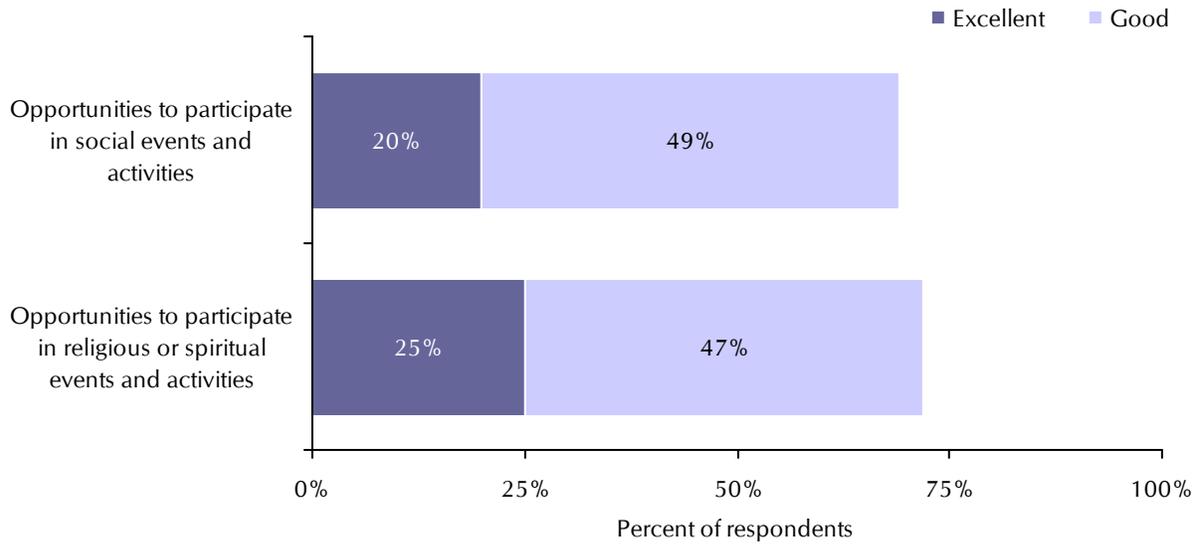


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Above
Opportunities to participate in religious or spiritual events and activities	Similar

Residents in Annapolis reported a fair amount of neighborliness. About half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

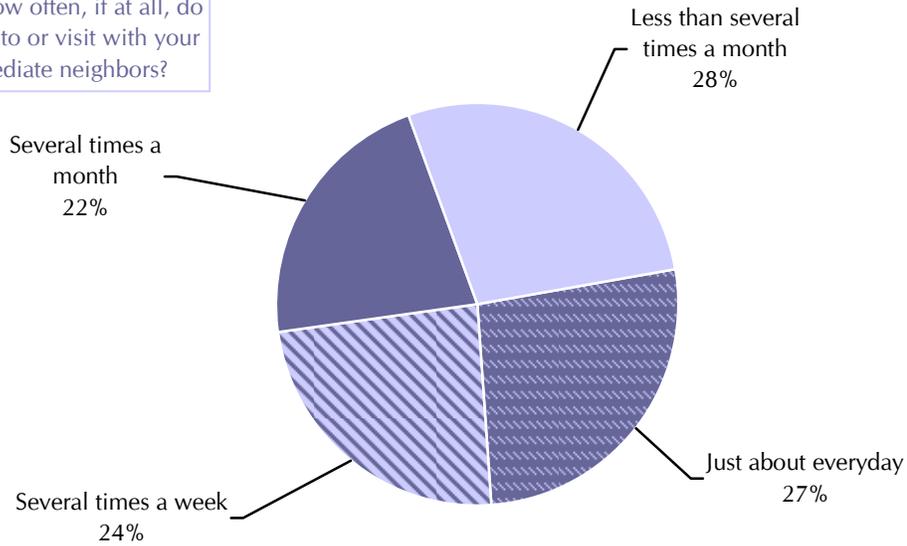


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Annapolis is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Annapolis could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Annapolis may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Annapolis does at welcoming citizen involvement, 42% rated it as "excellent" or "good." Of these four ratings, one was much above the benchmark and three were below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS

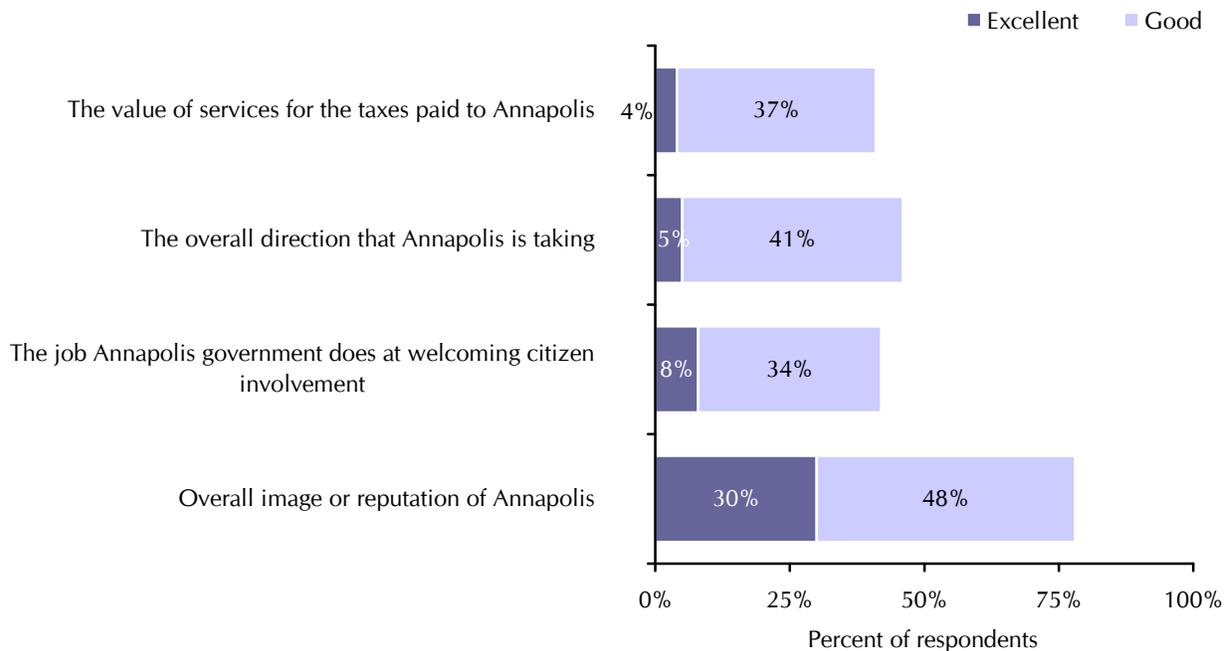


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Annapolis	Much below
The overall direction that Annapolis is taking	Below
Job Annapolis government does at welcoming citizen involvement	Below
Overall image or reputation of Annapolis	Much above

On average, residents of the City of Annapolis gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Annapolis was rated as “excellent” or “good” by 69% of survey participants. The City of Annapolis’ rating was below the benchmark when compared to other communities.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

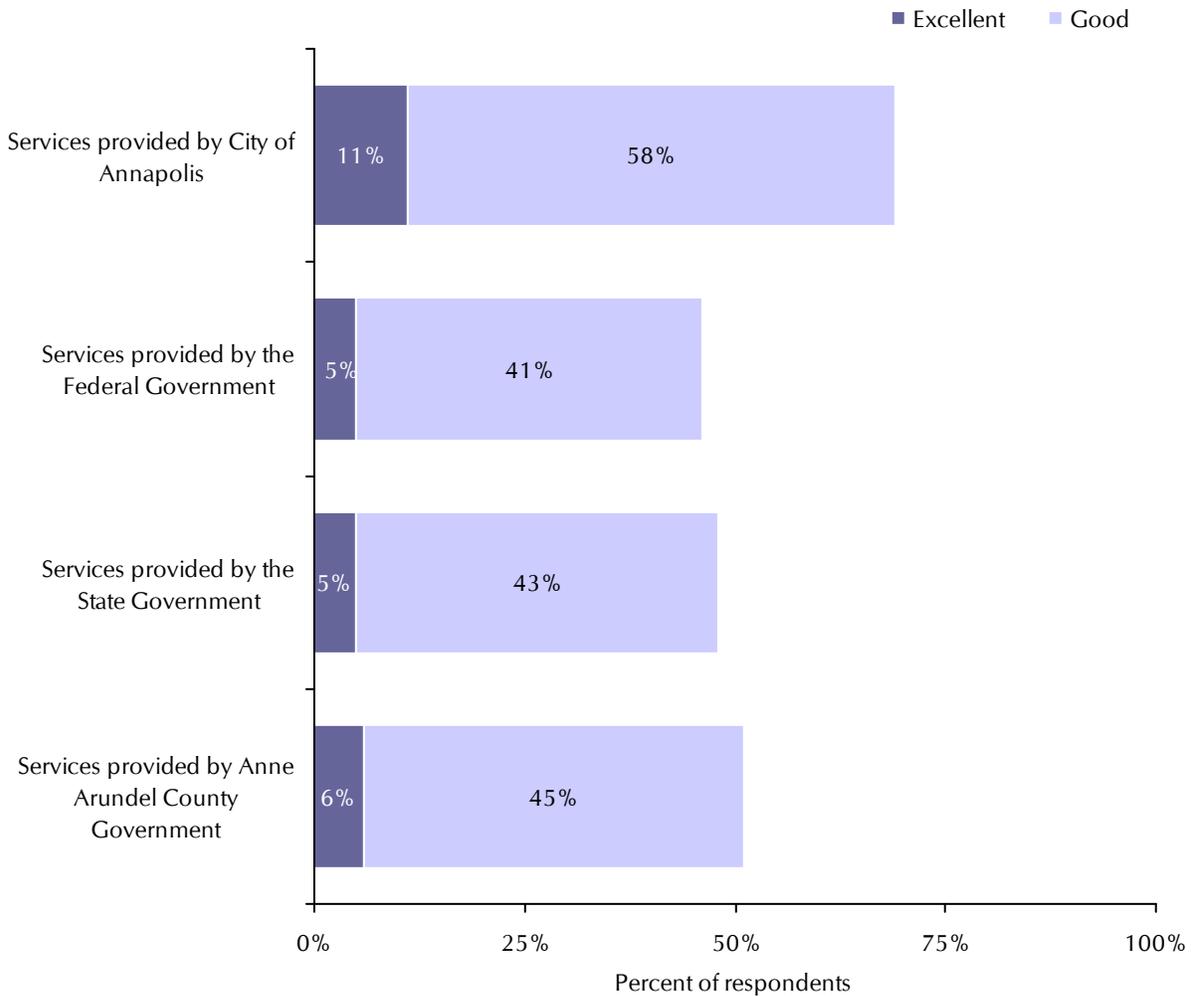


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Annapolis	Below
Services provided by the Federal Government	Above
Services provided by the State Government	Above
Services provided by Anne Arundel County Government	Similar

## City of Annapolis Employees

The employees of the City of Annapolis who interact with the public create the first impression that most residents have of the City of Annapolis. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Annapolis. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Annapolis staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 44% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 70% of respondents rated their overall impression as "excellent" or "good."

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Annapolis within the last 12 months?

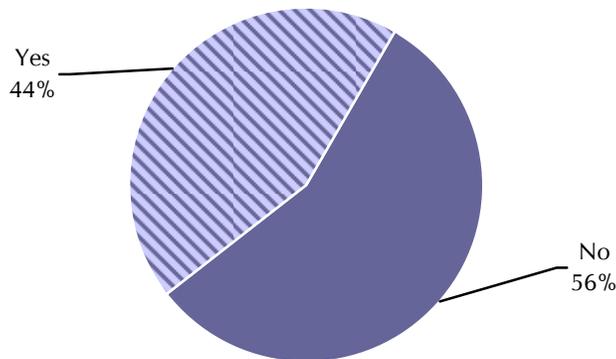


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

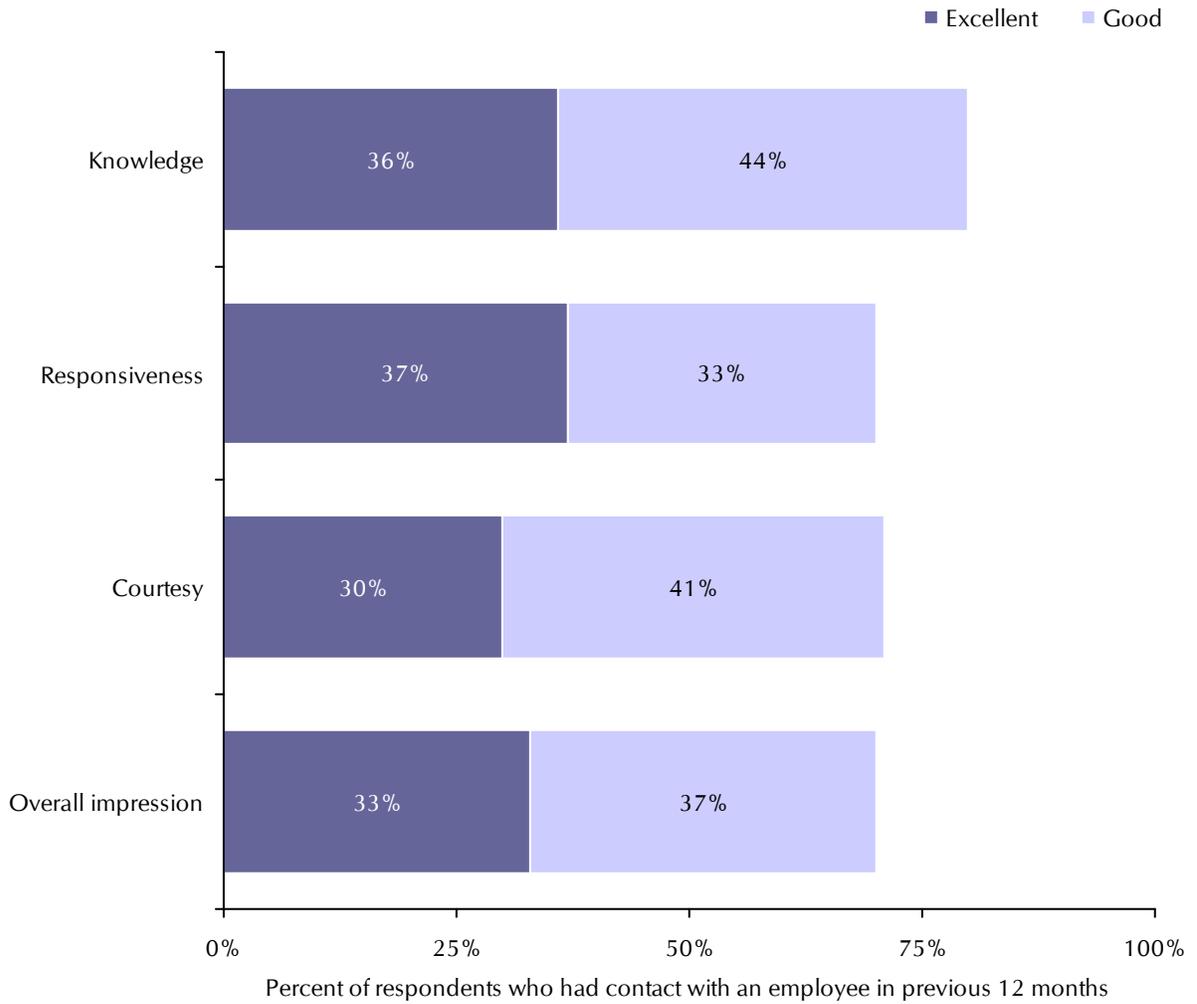


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Similar
Courteousness	Below
Overall impression	Similar

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Annapolis by examining the relationships between ratings of each service and ratings of the City of Annapolis' overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Annapolis can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Annapolis Key Driver Analysis were:

- Drinking water
- Economic development
- Public information services

## CITY OF ANNAPOLIS ACTION CHART™

The 2012 City of Annapolis Action Chart™ on the following page combines two dimensions of performance:

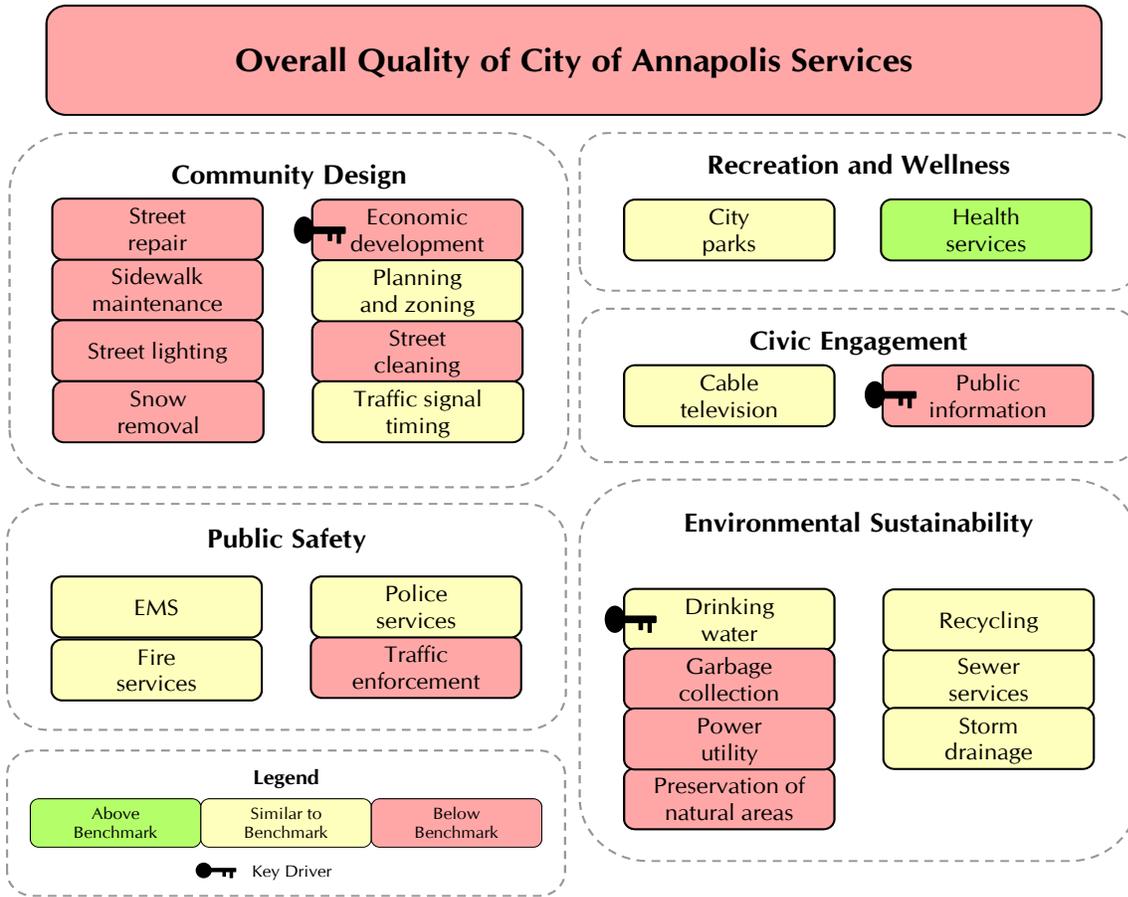
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-three services were included in the KDA for the City of Annapolis. Of these, one was above the benchmark, 11 were below the benchmark and 11 were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Annapolis, public information services and economic development were below the benchmark and drinking water was similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: CITY OF ANNAPOLIS ACTION CHART



## Using Your Action Chart™

The key drivers derived for the City of Annapolis provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Annapolis, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Annapolis, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Annapolis residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Annapolis key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Annapolis Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
• <b>Drinking water</b>	✓		✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ City parks			
Land use planning and zoning		✓	
• <b>Economic development</b>	✓	✓	
Health services			✓
• <b>Public information services</b>	✓	✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

**CUSTOM QUESTIONS**

“Don’t know” responses have been removed from the following questions, when applicable.

FIGURE 93: CUSTOM QUESTION 1

Currently, the City is responsible for the maintenance of City sidewalks. (Previously, City property owners were responsible for maintaining and repairing the sidewalks in front of their properties.) In order for the City to fund the necessary sidewalk maintenance, to what extent do you support or oppose the following options:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Return the responsibility to property owners with a cost-sharing program: the City would share repair costs with the owner	21%	38%	19%	22%	100%
Keep sidewalk repair and maintenance the City’s responsibility by increasing the average real estate tax bill by approximately 1.8% (or \$43.47)	22%	28%	23%	27%	100%
Return the responsibility to the property owners to repair and maintain the sidewalk in front of their properties at their expense	16%	17%	22%	45%	100%
Return the responsibility to property owners with a loan program: the City would pay for repairs up front but would attach repair costs as a lien on the property	6%	13%	19%	62%	100%

FIGURE 94: CUSTOM QUESTION 2

Please indicate how important, if at all, each of the following project types is for the City to fund:					Total
	Essential	Very important	Somewhat important	Not at all important	
Repair City-owned buildings and facilities	25%	32%	38%	4%	100%
Upgrade City-owned IT systems and infrastructure	23%	44%	28%	5%	100%
Maintain and improve streets	31%	47%	22%	0%	100%
Improve sidewalks, crosswalks, and trails	29%	35%	34%	2%	100%
Maintain parks and open space	38%	37%	23%	1%	100%
Improve stormwater drainage infrastructure	38%	33%	28%	1%	100%
Maintain maritime and harbor infrastructure	32%	34%	30%	3%	100%
Maintain City-owned parking structures/garages/off-street lots	18%	51%	26%	6%	100%
Repair the water distribution grid	33%	41%	26%	0%	100%
Repair sewage pipes and infrastructure	31%	56%	13%	0%	100%
Maintain historic downtown streets, streetscapes and public spaces	44%	29%	23%	4%	100%

FIGURE 95: CUSTOM QUESTION 3

The City is considering the following options in order to balance the budget. Please indicate how much you support or oppose each of the following cost-saving measures:					Total
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	
Reduce public transportation	14%	22%	31%	33%	100%
Eliminate public transportation	7%	8%	14%	72%	100%
Contract our operations of the 'Pip' Moyer Recreation Center to a private management company	33%	29%	17%	21%	100%
Have a private contractor pick up all the waste hauling	33%	33%	13%	21%	100%
Increase taxes to maintain the current level of services	11%	13%	18%	58%	100%
Increase fees for services to maintain the current level of services	13%	24%	21%	42%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Annapolis:	Excellent	Good	Fair	Poor	Total
Annapolis as a place to live	44%	46%	9%	1%	100%
Your neighborhood as a place to live	31%	46%	19%	4%	100%
Annapolis as a place to raise children	18%	41%	33%	8%	100%
Annapolis as a place to work	19%	43%	29%	9%	100%
Annapolis as a place to retire	24%	38%	24%	14%	100%
The overall quality of life in Annapolis	25%	62%	12%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Annapolis as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	18%	49%	30%	4%	100%
Openness and acceptance of the community toward people of diverse backgrounds	9%	39%	37%	14%	100%
Overall appearance of Annapolis	26%	49%	22%	2%	100%
Cleanliness of Annapolis	21%	49%	26%	4%	100%
Overall quality of new development in Annapolis	10%	47%	33%	11%	100%
Variety of housing options	8%	33%	41%	17%	100%
Overall quality of business and service establishments in Annapolis	19%	53%	24%	4%	100%
Shopping opportunities	35%	43%	19%	3%	100%
Opportunities to attend cultural activities	22%	45%	28%	5%	100%
Recreational opportunities	26%	44%	25%	5%	100%
Employment opportunities	3%	33%	43%	21%	100%
Educational opportunities	15%	38%	32%	14%	100%
Opportunities to participate in social events and activities	20%	49%	27%	5%	100%
Opportunities to participate in religious or spiritual events and activities	25%	47%	27%	2%	100%
Opportunities to volunteer	26%	43%	30%	0%	100%
Opportunities to participate in community matters	24%	38%	33%	5%	100%
Ease of car travel in Annapolis	10%	32%	42%	17%	100%
Ease of bus travel in Annapolis	9%	24%	51%	16%	100%
Ease of bicycle travel in Annapolis	13%	26%	36%	25%	100%
Ease of walking in Annapolis	21%	45%	28%	6%	100%
Availability of paths and walking trails	15%	39%	35%	12%	100%
Traffic flow on major streets	3%	25%	44%	28%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Annapolis as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	6%	22%	37%	34%	100%
Availability of affordable quality housing	1%	20%	38%	41%	100%
Availability of affordable quality child care	1%	24%	47%	28%	100%
Availability of affordable quality health care	15%	37%	34%	14%	100%
Availability of affordable quality food	20%	46%	27%	8%	100%
Availability of preventive health services	18%	48%	24%	10%	100%
Air quality	12%	47%	33%	8%	100%
Quality of overall natural environment in Annapolis	20%	46%	30%	5%	100%
Overall image or reputation of Annapolis	30%	48%	19%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Annapolis over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	1%	45%	31%	23%	100%
Retail growth (stores, restaurants, etc.)	3%	19%	41%	25%	12%	100%
Jobs growth	25%	55%	18%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Annapolis?	Percent of respondents
Not a problem	17%
Minor problem	39%
Moderate problem	33%
Major problem	12%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Annapolis:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	23%	42%	13%	15%	6%	100%
Property crimes (e.g., burglary, theft)	11%	41%	17%	25%	6%	100%
Environmental hazards, including toxic waste	31%	41%	21%	6%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	57%	35%	3%	5%	0%	100%
In your neighborhood after dark	23%	34%	19%	19%	5%	100%
In Annapolis' downtown area during the day	68%	22%	7%	2%	1%	100%
In Annapolis' downtown area after dark	15%	46%	17%	17%	5%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Annapolis Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Annapolis Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Annapolis Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Annapolis Police Department?	40%	39%	16%	4%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	25%
Yes	75%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Annapolis?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Annapolis recreation centers	48%	20%	18%	7%	6%	100%
Participated in a recreation program or activity	60%	16%	15%	4%	6%	100%
Visited a neighborhood park or City park	14%	20%	37%	15%	14%	100%
Ridden a local bus within Annapolis	73%	13%	9%	2%	2%	100%
Attended a meeting of local elected officials or other local public meeting	72%	20%	5%	2%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	64%	20%	14%	1%	1%	100%
Visited the City of Annapolis Web site (at www.annapolis.gov)	28%	24%	34%	9%	5%	100%
Recycled used paper, cans or bottles from your home	21%	3%	10%	12%	54%	100%
Volunteered your time to some group or activity in Annapolis	43%	16%	21%	11%	9%	100%
Participated in religious or spiritual activities in Annapolis	41%	12%	22%	10%	15%	100%
Participated in a club or civic group in Annapolis	59%	18%	13%	3%	7%	100%
Provided help to a friend or neighbor	7%	19%	39%	16%	18%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	27%
Several times a week	24%
Several times a month	22%
Less than several times a month	28%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Annapolis:	Excellent	Good	Fair	Poor	Total
Police services	22%	58%	17%	4%	100%
Fire services	37%	59%	4%	0%	100%
Ambulance or emergency medical services	38%	56%	5%	0%	100%
Crime prevention	6%	49%	32%	13%	100%
Fire prevention and education	13%	56%	27%	4%	100%
Traffic enforcement	8%	48%	33%	11%	100%
Street repair	3%	26%	39%	31%	100%
Street cleaning	8%	42%	35%	15%	100%
Street lighting	9%	43%	34%	14%	100%
Snow removal	5%	39%	35%	20%	100%
Sidewalk maintenance	7%	27%	39%	28%	100%
Traffic signal timing	2%	46%	38%	14%	100%
Bus or transit services	10%	41%	34%	14%	100%
Garbage collection	26%	53%	17%	4%	100%
Recycling	31%	45%	16%	8%	100%
Yard waste pick-up	19%	48%	26%	7%	100%
Storm drainage	9%	50%	35%	7%	100%
Drinking water	18%	49%	25%	7%	100%
Sewer services	14%	55%	25%	5%	100%
Power (electric and/or gas) utility	17%	49%	27%	7%	100%
City parks	26%	49%	22%	3%	100%
Recreation programs or classes	22%	51%	24%	3%	100%
Recreation centers or facilities	22%	52%	22%	5%	100%
Land use, planning and zoning	4%	39%	40%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	4%	35%	40%	21%	100%
Economic development	3%	31%	48%	18%	100%
Health services	22%	53%	21%	4%	100%
Services to seniors	17%	52%	21%	11%	100%
Services to youth	16%	42%	30%	12%	100%
Services to low-income people	13%	32%	37%	18%	100%
Public information services	11%	48%	27%	14%	100%
Public schools	12%	33%	32%	24%	100%
Cable television	14%	43%	32%	11%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	45%	27%	14%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	39%	34%	20%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Annapolis	11%	58%	22%	9%	100%
The Federal Government	5%	41%	40%	14%	100%
The State Government	5%	43%	40%	12%	100%
Anne Arundel County Government	6%	45%	40%	9%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Annapolis to someone who asks	51%	36%	8%	4%	100%
Remain in Annapolis for the next five years	52%	26%	14%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	12%
Neutral	56%
Somewhat negative	22%
Very negative	6%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Annapolis Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Annapolis Fire Department within the last 12 months?	90%	10%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Annapolis Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Annapolis Fire Department?	74%	16%	7%	4%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Annapolis within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	56%
Yes	44%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Annapolis in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	36%	44%	14%	6%	100%
Responsiveness	37%	33%	23%	7%	100%
Courtesy	30%	41%	21%	8%	100%
Overall impression	33%	37%	23%	7%	100%

Question 21: Government Performance					
Please rate the following categories of Annapolis government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Annapolis	4%	37%	38%	20%	100%
The overall direction that Annapolis is taking	5%	41%	35%	20%	100%
The job Annapolis government does at welcoming citizen involvement	8%	34%	35%	23%	100%

Question 22a: Custom Question 1					
Currently, the City is responsible for the maintenance of City sidewalks. (Previously, City property owners were responsible for maintaining and repairing the sidewalks in front of their properties.) In order for the City to fund the necessary sidewalk maintenance, to what extent do you support or oppose the following options:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Keep sidewalk repair and maintenance the City's responsibility by increasing the average real estate tax bill by approximately 1.8% (or \$43.47)	22%	28%	23%	27%	100%
Return the responsibility to the property owners to repair and maintain the sidewalk in front of their properties at their expense	16%	17%	22%	45%	100%
Return the responsibility to property owners with a cost-sharing program: the City would share repair costs with the owner	21%	38%	19%	22%	100%

Question 22a: Custom Question 1					
Currently, the City is responsible for the maintenance of City sidewalks. (Previously, City property owners were responsible for maintaining and repairing the sidewalks in front of their properties.) In order for the City to fund the necessary sidewalk maintenance, to what extent do you support or oppose the following options:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Return the responsibility to property owners with a loan program: the City would pay for repairs up front but would attach repair costs as a lien on the property	6%	13%	19%	62%	100%

Question 22b: Custom Question 2					
Please indicate how important, if at all, each of the following project types is for the City to fund:	Essential	Very important	Somewhat important	Not at all important	Total
Repair City-owned buildings and facilities	25%	32%	38%	4%	100%
Upgrade City-owned IT systems and infrastructure	23%	44%	28%	5%	100%
Maintain and improve streets	31%	47%	22%	0%	100%
Improve sidewalks, crosswalks, and trails	29%	35%	34%	2%	100%
Maintain parks and open space	38%	37%	23%	1%	100%
Improve stormwater drainage infrastructure	38%	33%	28%	1%	100%
Maintain maritime and harbor infrastructure	32%	34%	30%	3%	100%
Maintain City-owned parking structures/garages/off-street lots	18%	51%	26%	6%	100%
Repair the water distribution grid	33%	41%	26%	0%	100%
Repair sewage pipes and infrastructure	31%	56%	13%	0%	100%
Maintain historic downtown streets, streetscapes and public spaces	44%	29%	23%	4%	100%

Question 22c: Custom Question 3					
The City is considering the following options in order to balance the budget. Please indicate how much you support or oppose each of the following cost-saving measures:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Reduce public transportation	14%	22%	31%	33%	100%
Eliminate public transportation	7%	8%	14%	72%	100%
Contract our operations of the 'Pip' Moyer Recreation Center to a private management company	33%	29%	17%	21%	100%

Question 22c: Custom Question 3					
The City is considering the following options in order to balance the budget. Please indicate how much you support or oppose each of the following cost-saving measures:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Have a private contractor pick up all the waste hauling	33%	33%	13%	21%	100%
Increase taxes to maintain the current level of services	11%	13%	18%	58%	100%
Increase fees for services to maintain the current level of services	13%	24%	21%	42%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	24%
Yes, full-time	68%
Yes, part-time	8%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	5%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Annapolis?	Percent of respondents
Less than 2 years	13%
2 to 5 years	19%
6 to 10 years	17%
11 to 20 years	17%
More than 20 years	34%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	40%
House attached to one or more houses (e.g., a duplex or townhome)	15%
Building with two or more apartments or condominiums	45%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	48%
Owned by you or someone in this house with a mortgage or free and clear	52%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	6%
\$600 to \$999 per month	17%
\$1,000 to \$1,499 per month	28%
\$1,500 to \$2,499 per month	30%
\$2,500 or more per month	14%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	77%
Yes	23%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	77%
Yes	23%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	14%
\$25,000 to \$49,999	22%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	14%
\$150,000 or more	16%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	86%
Yes, I consider myself to be Spanish, Hispanic or Latino	14%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	19%
White	65%
Other	13%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	28%
35 to 44 years	16%
45 to 54 years	17%
55 to 64 years	16%
65 to 74 years	11%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	16%
Yes	82%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	19%
Yes	77%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	37%
Yes	63%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	37%
Land line	37%
Both	26%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Annapolis:	Excellent		Good		Fair		Poor		Don't know		Total	
	Annapolis as a place to live	44%	136	46%	143	9%	26	1%	3	0%	1	100%
Your neighborhood as a place to live	31%	95	46%	143	19%	59	4%	11	0%	1	100%	309
Annapolis as a place to raise children	15%	46	36%	108	28%	85	7%	21	14%	43	100%	303
Annapolis as a place to work	15%	46	35%	106	23%	71	7%	23	20%	60	100%	306
Annapolis as a place to retire	20%	61	32%	99	20%	61	12%	37	16%	51	100%	309
The overall quality of life in Annapolis	25%	77	62%	189	12%	36	1%	4	1%	2	100%	308

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Annapolis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	17%	50	47%	137	28%	83	4%	11	4%	12	100%
Openness and acceptance of the community toward people of diverse backgrounds	9%	27	37%	112	35%	107	14%	41	6%	19	100%	306
Overall appearance of Annapolis	26%	81	49%	150	22%	68	2%	6	1%	4	100%	309
Cleanliness of Annapolis	21%	66	49%	153	25%	79	4%	11	0%	1	100%	311
Overall quality of new development in Annapolis	8%	26	42%	129	29%	90	10%	30	11%	34	100%	309
Variety of housing options	8%	24	31%	94	38%	115	16%	49	8%	24	100%	305
Overall quality of business and service establishments in Annapolis	19%	58	51%	159	23%	72	4%	12	3%	9	100%	309
Shopping opportunities	35%	106	43%	132	18%	56	3%	9	1%	2	100%	306
Opportunities to attend cultural activities	21%	64	43%	132	26%	81	4%	14	6%	17	100%	307
Recreational opportunities	25%	77	42%	130	24%	75	5%	16	4%	12	100%	310
Employment opportunities	2%	6	25%	78	33%	102	16%	49	24%	73	100%	308
Educational opportunities	14%	41	35%	105	29%	88	13%	40	9%	27	100%	301

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Annapolis as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	19%	57	46%	141	25%	77	5%	15	5%	15	100%
Opportunities to participate in religious or spiritual events and activities	20%	60	37%	115	21%	66	1%	4	21%	64	100%	309
Opportunities to volunteer	23%	71	38%	116	26%	81	0%	0	13%	41	100%	310
Opportunities to participate in community matters	21%	65	33%	102	29%	89	4%	13	12%	37	100%	305
Ease of car travel in Annapolis	10%	29	31%	94	41%	124	16%	50	2%	7	100%	304
Ease of bus travel in Annapolis	5%	16	15%	45	32%	95	10%	31	38%	113	100%	300
Ease of bicycle travel in Annapolis	10%	31	21%	62	28%	86	19%	59	21%	65	100%	302
Ease of walking in Annapolis	21%	63	44%	135	28%	85	6%	18	2%	8	100%	309
Availability of paths and walking trails	13%	40	34%	105	31%	94	10%	32	12%	37	100%	308
Traffic flow on major streets	3%	10	24%	76	44%	135	28%	86	1%	4	100%	311
Amount of public parking	6%	18	21%	66	35%	109	32%	101	5%	16	100%	310
Availability of affordable quality housing	1%	2	17%	51	31%	94	34%	103	17%	51	100%	302
Availability of affordable quality child care	1%	2	11%	35	22%	68	13%	40	53%	160	100%	305
Availability of affordable quality health care	13%	40	32%	98	29%	89	12%	37	14%	42	100%	306
Availability of affordable quality food	19%	60	45%	138	26%	80	7%	23	3%	8	100%	308
Availability of preventive health services	14%	44	39%	119	20%	60	8%	24	19%	58	100%	306
Air quality	11%	34	44%	135	30%	93	8%	24	7%	22	100%	308
Quality of overall natural environment in Annapolis	19%	59	45%	138	29%	89	5%	14	3%	10	100%	310
Overall image or reputation of Annapolis	29%	90	47%	146	19%	59	3%	10	1%	4	100%	310

Question 3: Growth														
Please rate the speed of growth in the following categories in Annapolis over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	0%	1	33%	103	23%	71	17%	54	26%	80	100%
Retail growth (stores, restaurants, etc.)	2%	8	17%	52	36%	110	22%	67	10%	32	12%	38	100%	307
Jobs growth	16%	48	36%	109	12%	36	1%	3	0%	0	35%	108	100%	305

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Annapolis?	Percent of respondents	Count
Not a problem	15%	47
Minor problem	35%	108
Moderate problem	30%	92
Major problem	11%	33
Don't know	9%	27
<b>Total</b>	<b>100%</b>	<b>308</b>

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Annapolis:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	23%	70	41%	126	13%	40	15%	46	6%	17	2%	5	100%
Property crimes (e.g., burglary, theft)	10%	32	41%	124	17%	51	25%	75	6%	18	2%	5	100%	304
Environmental hazards, including toxic waste	27%	82	36%	109	19%	56	5%	15	2%	5	12%	36	100%	303

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	57%	175	35%	108	3%	10	5%	14	0%	1	0%	0	100%
In your neighborhood after dark	23%	70	34%	103	19%	59	19%	59	5%	16	0%	0	100%	307
In Annapolis' downtown area during the day	66%	203	22%	66	7%	21	2%	5	1%	4	2%	6	100%	306
In Annapolis' downtown area after dark	14%	44	44%	135	17%	51	17%	51	5%	15	4%	13	100%	309

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Annapolis Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Annapolis Police Department within the last 12 months?	64%	196	36%	109	0%	0	100%	305

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Annapolis Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Annapolis Police Department?	40%	44	39%	42	16%	18	4%	5	0%	0	100%	108

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	87%	269
Yes	12%	36
Don't know	1%	3
Total	100%	307

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	25%	9
Yes	75%	27
Don't know	0%	0
Total	100%	36

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Annapolis?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Annapolis recreation centers	48%	148	20%	62	18%	55	7%	21	6%	19	100%
Participated in a recreation program or activity	60%	182	16%	48	15%	45	4%	11	6%	17	100%	303
Visited a neighborhood park or City park	14%	41	20%	62	37%	111	15%	46	14%	42	100%	302
Ridden a local bus within Annapolis	73%	220	13%	40	9%	28	2%	5	2%	7	100%	300
Attended a meeting of local elected officials or other local public meeting	72%	221	20%	62	5%	17	2%	5	0%	1	100%	306
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	64%	191	20%	60	14%	42	1%	4	1%	3	100%	301
Visited the City of Annapolis Web site (at www.annapolis.gov)	28%	83	24%	71	34%	102	9%	26	5%	16	100%	299
Recycled used paper, cans or bottles from your home	21%	63	3%	10	10%	30	12%	35	54%	165	100%	302
Volunteered your time to some group or activity in Annapolis	43%	127	16%	48	21%	62	11%	32	9%	25	100%	294
Participated in religious or spiritual activities in Annapolis	41%	127	12%	35	22%	68	10%	32	15%	45	100%	306
Participated in a club or civic group in Annapolis	59%	179	18%	56	13%	39	3%	10	7%	22	100%	305
Provided help to a friend or neighbor	7%	23	19%	60	39%	119	16%	51	18%	56	100%	308

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	27%	82
Several times a week	24%	73
Several times a month	22%	67
Less than several times a month	28%	85
Total	100%	307

Question 13: Service Quality												
Please rate the quality of each of the following services in Annapolis:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	19%	57	50%	153	14%	44	4%	11	13%	38	100%	303
Fire services	27%	83	43%	132	3%	10	0%	0	26%	78	100%	303
Ambulance or emergency medical services	27%	82	40%	122	4%	11	0%	0	29%	87	100%	303
Crime prevention	5%	15	37%	111	24%	73	10%	30	24%	72	100%	301
Fire prevention and education	7%	21	31%	93	15%	45	2%	6	45%	135	100%	301
Traffic enforcement	7%	21	42%	125	29%	87	10%	28	13%	37	100%	298
Street repair	3%	9	24%	74	37%	112	29%	89	6%	19	100%	305
Street cleaning	8%	24	40%	120	33%	100	14%	44	5%	16	100%	303
Street lighting	8%	26	42%	129	33%	101	14%	43	2%	5	100%	303
Snow removal	5%	15	36%	107	32%	95	19%	56	8%	25	100%	298
Sidewalk maintenance	6%	19	25%	76	36%	109	26%	78	7%	22	100%	304
Traffic signal timing	2%	6	42%	127	36%	107	13%	39	7%	22	100%	300
Bus or transit services	5%	15	20%	60	16%	49	7%	21	52%	156	100%	300
Garbage collection	23%	70	47%	145	15%	47	4%	12	10%	31	100%	305
Recycling	27%	82	39%	118	14%	42	7%	21	13%	39	100%	303
Yard waste pick-up	14%	42	35%	108	19%	58	5%	16	27%	81	100%	304
Storm drainage	7%	22	40%	121	28%	84	5%	17	19%	58	100%	302
Drinking water	17%	53	46%	141	24%	73	7%	20	6%	17	100%	304
Sewer services	12%	35	45%	136	21%	62	4%	14	18%	54	100%	301
Power (electric and/or gas) utility	16%	49	48%	143	26%	79	7%	21	2%	7	100%	299
City parks	23%	70	44%	133	20%	61	2%	7	11%	32	100%	303
Recreation programs or classes	13%	38	30%	90	14%	42	2%	6	41%	124	100%	300
Recreation centers or facilities	14%	43	34%	100	14%	42	3%	9	34%	102	100%	297
Land use, planning and zoning	3%	8	27%	82	29%	86	12%	36	29%	88	100%	300
Code enforcement (weeds, abandoned buildings, etc.)	3%	9	23%	69	26%	79	14%	41	34%	101	100%	300
Economic development	2%	7	23%	68	35%	103	13%	39	27%	81	100%	299
Health services	17%	51	41%	123	16%	49	3%	10	23%	68	100%	300

Question 13: Service Quality												
Please rate the quality of each of the following services in Annapolis:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to seniors	8%	24	25%	76	10%	30	5%	16	52%	158	100%
Services to youth	8%	23	20%	60	14%	43	6%	17	53%	160	100%	304
Services to low-income people	6%	20	16%	49	18%	56	9%	28	50%	153	100%	305
Public information services	8%	23	35%	104	20%	58	10%	29	28%	83	100%	298
Public schools	8%	24	21%	63	20%	61	15%	46	35%	104	100%	297
Cable television	12%	36	37%	110	27%	82	9%	28	15%	44	100%	300
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	27	29%	88	18%	53	9%	28	34%	102	100%	298
Preservation of natural areas such as open space, farmlands and greenbelts	6%	17	28%	83	24%	73	14%	42	29%	86	100%	299

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Annapolis	11%	33	55%	167	21%	64	8%	25	5%	15	100%
The Federal Government	4%	12	34%	104	34%	102	12%	35	17%	50	100%	303
The State Government	4%	13	37%	112	34%	104	10%	31	14%	43	100%	303
Anne Arundel County Government	5%	16	38%	115	34%	102	8%	24	14%	43	100%	300

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Annapolis to someone who asks	51%	156	36%	110	8%	25	4%	12	1%	2	100%
Remain in Annapolis for the next five years	51%	155	25%	77	14%	41	7%	23	3%	9	100%	305

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	10
Somewhat positive	12%	37
Neutral	56%	169
Somewhat negative	22%	66
Very negative	6%	19
Total	100%	301

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Annapolis Fire Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Annapolis Fire Department within the last 12 months?	88%	268	10%	30	2%	6	100%	303	

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Annapolis Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Annapolis Fire Department?	74%	22	16%	5	7%	2	4%	1	0%	0	100%	29

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Annapolis within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	56%	170
Yes	44%	136
Total	100%	306

Question 20: City Employees												
What was your impression of the employee(s) of the City of Annapolis in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	35%	48	43%	59	14%	18	5%	7	2%	3	100%
Responsiveness	37%	50	33%	45	23%	31	7%	10	0%	0	100%	136
Courtesy	30%	41	41%	55	21%	28	8%	11	0%	0	100%	135
Overall impression	33%	45	37%	50	23%	31	7%	10	0%	0	100%	135

Question 21: Government Performance												
Please rate the following categories of Annapolis government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Annapolis	4%	11	31%	95	33%	99	17%	53	15%	45	100%
The overall direction that Annapolis is taking	4%	12	34%	105	29%	89	17%	51	16%	49	100%	306
The job Annapolis government does at welcoming citizen involvement	6%	17	24%	72	25%	75	16%	49	30%	92	100%	306

Question 22a: Custom Question 1												
Currently, the City is responsible for the maintenance of City sidewalks. (Previously, City property owners were responsible for maintaining and repairing the sidewalks in front of their properties.) In order for the City to fund the necessary sidewalk maintenance, to what extent do you support or oppose the following options:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Keep sidewalk repair and maintenance the City's responsibility by increasing the average real estate tax bill by approximately 1.8% (or \$43.47)	20%	60	25%	76	21%	63	24%	73	9%	29	100%
Return the responsibility to the property owners to repair and maintain the sidewalk in front of their properties at their expense	15%	42	15%	44	20%	57	41%	119	9%	27	100%	289
Return the responsibility to property owners with a cost-sharing program: the City would share repair costs with the owner	18%	54	34%	100	17%	51	19%	56	11%	34	100%	295
Return the responsibility to property owners with a loan program: the City would pay for repairs up front but would attach repair costs as a lien on the property	5%	14	11%	32	16%	48	53%	155	15%	44	100%	293

Question 22b: Custom Question 2												
Please indicate how important, if at all, each of the following project types is for the City to fund:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Repair City-owned buildings and facilities	24%	22	30%	28	36%	34	4%	3	7%	7	100%
Upgrade City-owned IT systems and infrastructure	20%	19	39%	38	25%	24	4%	4	12%	12	100%	97
Maintain and improve streets	30%	29	46%	45	21%	21	0%	0	2%	2	100%	97
Improve sidewalks, crosswalks, and trails	28%	27	34%	33	34%	33	2%	2	2%	2	100%	96
Maintain parks and open space	38%	36	36%	35	23%	22	1%	1	2%	2	100%	97
Improve stormwater drainage infrastructure	36%	35	32%	31	26%	26	1%	1	4%	4	100%	97
Maintain maritime and harbor infrastructure	32%	30	34%	32	30%	28	3%	3	2%	2	100%	96
Maintain City-owned parking structures/garages/off-street lots	18%	17	50%	48	25%	24	6%	5	2%	2	100%	97
Repair the water distribution grid	29%	28	37%	35	23%	22	0%	0	11%	10	100%	96
Repair sewage pipes and infrastructure	29%	29	52%	51	12%	12	0%	0	6%	6	100%	97
Maintain historic downtown streets, streetscapes and public spaces	43%	42	28%	27	22%	22	4%	4	2%	2	100%	97

Question 22c: Custom Question 3												
The City is considering the following options in order to balance the budget. Please indicate how much you support or oppose each of the following cost-saving measures:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Reduce public transportation	13%	13	22%	21	31%	30	32%	31	2%	2	100%
Eliminate public transportation	6%	6	7%	7	13%	13	67%	65	6%	6	100%	97
Contract our operations of the 'Pip' Moyer Recreation Center to a private management company	23%	22	20%	20	12%	11	14%	14	30%	29	100%	96
Have a private contractor pick up all the waste hauling	27%	26	27%	26	10%	10	17%	17	19%	19	100%	97
Increase taxes to maintain the current level of services	10%	9	11%	11	16%	15	51%	49	12%	12	100%	97
Increase fees for services to maintain the current level of services	12%	11	21%	20	19%	18	37%	35	12%	12	100%	97

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	24%	75
Yes, full-time	68%	208
Yes, part-time	8%	24
Total	100%	307

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	5%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Annapolis?	Percent of respondents	Count
Less than 2 years	13%	41
2 to 5 years	19%	60
6 to 10 years	17%	53
11 to 20 years	17%	51
More than 20 years	34%	104
Total	100%	310

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	40%	122
House attached to one or more houses (e.g., a duplex or townhome)	15%	46
Building with two or more apartments or condominiums	45%	138
Mobile home	0%	0
Other	1%	2
Total	100%	308

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	48%	146
Owned by you or someone in this house with a mortgage or free and clear	52%	157
Total	100%	303

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	5%	15
\$300 to \$599 per month	6%	20
\$600 to \$999 per month	17%	50
\$1,000 to \$1,499 per month	28%	85
\$1,500 to \$2,499 per month	30%	91
\$2,500 or more per month	14%	41
Total	100%	301

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	77%	235
Yes	23%	70
Total	100%	305

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	77%	239
Yes	23%	70
Total	100%	309

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	14%	42
\$25,000 to \$49,999	22%	65
\$50,000 to \$99,999	33%	95
\$100,000 to \$149,000	14%	42
\$150,000 or more	16%	47
Total	100%	290

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	86%	257
Yes, I consider myself to be Spanish, Hispanic or Latino	14%	40
Total	100%	297

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	9
Asian, Asian Indian or Pacific Islander	1%	4
Black or African American	19%	57
White	65%	194
Other	13%	39
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	12
25 to 34 years	28%	87
35 to 44 years	16%	48
45 to 54 years	17%	51
55 to 64 years	16%	50
65 to 74 years	11%	35
75 years or older	8%	25
Total	100%	308

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	162
Male	47%	141
Total	100%	303

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	15%	48
Yes	80%	248
Ineligible to vote	2%	6
Don't know	2%	7
Total	100%	309

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	18%	56
Yes	76%	232
Ineligible to vote	4%	13
Don't know	1%	5
Total	100%	306

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	17
Yes	94%	292
Total	100%	309

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	37%	114
Yes	63%	195
Total	100%	309

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	37%	67
Land line	37%	68
Both	26%	48
Total	100%	183

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

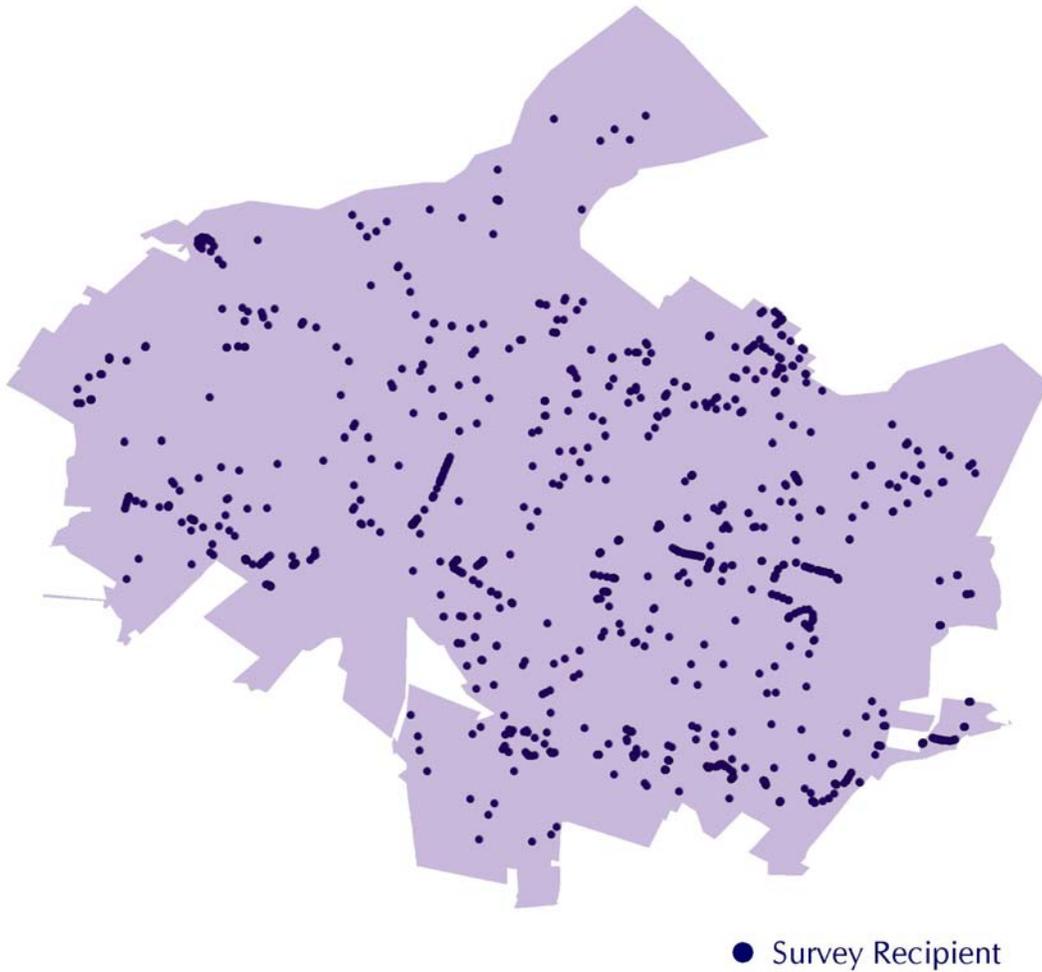
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Annapolis were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Annapolis boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Annapolis households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Annapolis boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Annapolis. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 96: LOCATION OF SURVEY RECIPIENTS

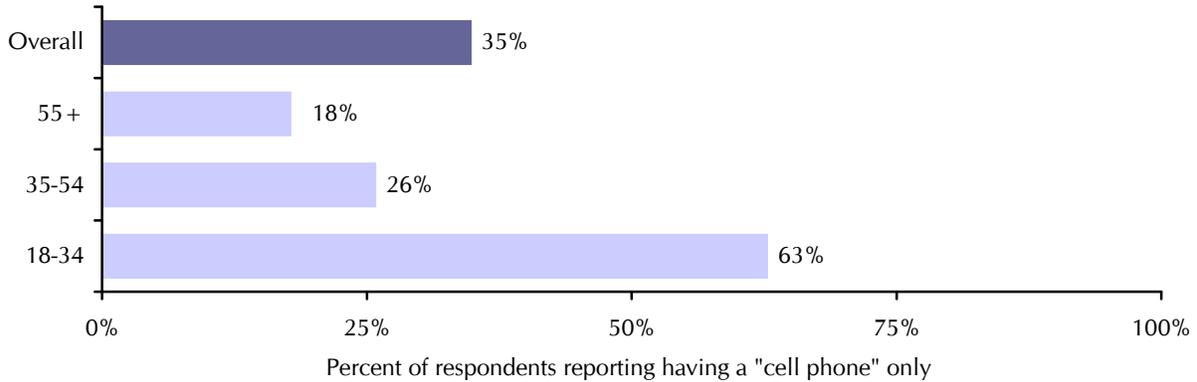
### The National Citizen Survey™ Annapolis, MD 2012



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>1</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Annapolis has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 97: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN ANNAPOLIS



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 20, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following eight weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Annapolis survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (316 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

<sup>1</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and 2005-2009 American Community Survey estimates for adults in the City of Annapolis. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct racial or ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Annapolis Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>2</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	49%	45%	47%
Own home	51%	55%	53%
Detached unit	41%	26%	41%
Attached unit	59%	74%	59%
<b>Race and Ethnicity</b>			
White	64%	75%	66%
Not white	36%	25%	34%
Not Hispanic	85%	95%	89%
Hispanic	15%	5%	11%
White alone, not Hispanic	59%	73%	63%
Hispanic and/or other race	41%	27%	37%
<b>Sex and Age</b>			
Female	53%	59%	52%
Male	47%	41%	48%
18-34 years of age	35%	18%	30%
35-54 years of age	33%	30%	33%
55+ years of age	32%	52%	37%
Females 18-34	18%	18%	14%
Females 35-54	17%	18%	17%
Females 55+	18%	30%	21%
Males 18-34	17%	6%	17%
Males 35-54	16%	13%	16%
Males 55+	14%	22%	15%

<sup>2</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Annapolis to the Benchmark Database

The City of Annapolis chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Annapolis Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Annapolis' results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Annapolis' rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Annapolis.

Dear Annapolis Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Annapolis. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Michael D. Mallinoff, Esq., ICMA-CM  
City Manager

Dear Annapolis Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Annapolis. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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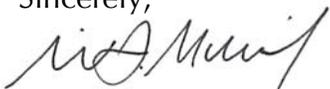


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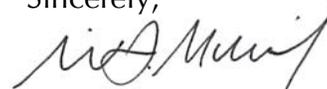


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Sincerely,



Michael D. Mallinoff, Esq., ICMA-CM  
City Manager



**OFFICE OF THE MAYOR**  
City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, Maryland 21401

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City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, Maryland 21401

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Chartered 1708

Michael D. Mallinoff, City Manager  
City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, Maryland 21401

January 2012

Dear City of Annapolis Resident:

The City of Annapolis wants to know what you think about our community and municipal government. You have been randomly selected to participate in Annapolis's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Annapolis residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 410-263-7939 Ext. 6813.

Please help us shape the future of Annapolis. Thank you for your time and participation.

Sincerely,

Michael D. Mallinoff, Esq., ICMA-CM  
City Manager



Chartered 1708

Michael D. Mallinoff, City Manager  
City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, Maryland 21401

February 2012

Dear City of Annapolis Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Annapolis wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Annapolis's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Annapolis residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

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Please help us shape the future of Annapolis. Thank you for your time and participation.

Sincerely,

Michael D. Mallinoff, Esq., ICMA-CM  
City Manager

# The City of Annapolis 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Annapolis:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Annapolis as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Annapolis as a place to raise children .....	1	2	3	4	5
Annapolis as a place to work .....	1	2	3	4	5
Annapolis as a place to retire .....	1	2	3	4	5
The overall quality of life in Annapolis.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Annapolis as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Annapolis .....	1	2	3	4	5
Cleanliness of Annapolis.....	1	2	3	4	5
Overall quality of new development in Annapolis .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Annapolis .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Annapolis .....	1	2	3	4	5
Ease of bus travel in Annapolis.....	1	2	3	4	5
Ease of bicycle travel in Annapolis.....	1	2	3	4	5
Ease of walking in Annapolis .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Annapolis.....	1	2	3	4	5
Overall image or reputation of Annapolis .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Annapolis over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Annapolis?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Annapolis:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Annapolis's downtown area during the day .....	1	2	3	4	5	6
In Annapolis's downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Annapolis Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Annapolis Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Annapolis?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Annapolis recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Annapolis .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the City of Annapolis Web site (at www.annapolis.gov) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Annapolis.....	1	2	3	4	5
Participated in religious or spiritual activities in Annapolis.....	1	2	3	4	5
Participated in a club or civic group in Annapolis .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Annapolis 2012 Citizen Survey

## 13. Please rate the quality of each of the following services in Annapolis:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Annapolis .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Anne Arundel County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Annapolis to someone who asks .....	1	2	3	4	5
Remain in Annapolis for the next five years .....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

## 17. Have you had any in-person or phone contact with an employee of the City of Annapolis Fire Department within the last 12 months?

- No → Go to Question 19     
  Yes → Go to Question 18     
  Don't know → Go to Question 19

**18. What was your overall impression of your most recent contact with the City of Annapolis Fire Department?**

- Excellent   
  Good   
  Fair   
  Poor   
  Don't know

**19. Have you had any in-person, phone or email contact with an employee of the City of Annapolis within the last 12 months (including police, receptionists, planners or any others)?**

- No → Go to Question 21   
  Yes → Go to Question 20

**20. What was your impression of the employee(s) of the City of Annapolis in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**21. Please rate the following categories of Annapolis government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Annapolis.....	1	2	3	4	5
The overall direction that Annapolis is taking.....	1	2	3	4	5
The job Annapolis government does at welcoming citizen involvement ..	1	2	3	4	5

**22. Please check the response that comes closest to your opinion for each of the following questions:**
**a. Currently, the City is responsible for the maintenance of City sidewalks. (Previously, City property owners were responsible for maintaining and repairing the sidewalks in front of their properties.) In order for the City to fund the necessary sidewalk maintenance, to what extent do you support or oppose the following options:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Keep sidewalk repair and maintenance the City's responsibility by increasing the average real estate tax bill by approximately 1.8% (or \$43.47) .....	1	2	3	4	5
Return the responsibility to the property owners to repair and maintain the sidewalk in front of their properties at their expense ..	1	2	3	4	5
Return the responsibility to property owners with a cost-sharing program: the City would share repair costs with the owner.....	1	2	3	4	5
Return the responsibility to property owners with a loan program: the City would pay for repairs up front but would attach repair costs as a lien on the property.....	1	2	3	4	5

**b. Please indicate how important, if at all, each of the following project types is for the City to fund:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Repair City-owned buildings and facilities .....	1	2	3	4	5
Upgrade City-owned IT systems and infrastructure.....	1	2	3	4	5
Maintain and improve streets .....	1	2	3	4	5
Improve sidewalks, crosswalks, and trails.....	1	2	3	4	5
Maintain parks and open space.....	1	2	3	4	5
Improve stormwater drainage infrastructure .....	1	2	3	4	5
Maintain maritime and harbor infrastructure .....	1	2	3	4	5
Maintain City-owned parking structures/garages/off-street lots.....	1	2	3	4	5
Repair the water distribution grid .....	1	2	3	4	5
Repair sewage pipes and infrastructure .....	1	2	3	4	5
Maintain historic downtown streets, streetscapes and public spaces.....	1	2	3	4	5

**c. The City is considering the following options in order to balance the budget. Please indicate how much you support or oppose each of the following cost-saving measures:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Reduce public transportation .....	1	2	3	4	5
Eliminate public transportation.....	1	2	3	4	5
Contract out operations of the "Pip" Moyer Recreation Center to a private management company.....	1	2	3	4	5
Have a private contractor pick up all waste hauling. ....	1	2	3	4	5
Increase taxes to maintain the current level of services.....	1	2	3	4	5
Increase fees for services to maintain the current level of services. ....	1	2	3	4	5

# The City of Annapolis 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Annapolis?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                             Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                             Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                     Male

**D14. Are you registered to vote in your jurisdiction?**

- No                             Ineligible to vote
- Yes                            Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                             Ineligible to vote
- Yes                            Don't know

**D16. Do you have a cell phone?**

- No                             Yes

**D17. Do you have a land line at home?**

- No                             Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                            Land line                 Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



**OFFICE OF THE MAYOR**  
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