The Town of Ocean City, Maryland

Report of Normative Comparisons 2007

The National Citizen Survey™

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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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Ocean City staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Ocean City staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 500 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	17%
West[2]	20%
North Central West[3]	11%
North Central East[4]	13%
South Central[5]	9%
South[6]	25%
Northeast West[7]	3%
Northeast East[8]	2%
Population	
Less than 40,000	41%
40,000 to 74,999	20%
75,000 to 149,000	16%
150,000 or more	23%

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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 is one we did not want to dismiss 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, we have 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).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

Interpreting the Results

Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. Fourth, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of no more than 2 points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 2 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

For Ocean City, two tables have been produced for each set of questions. In the first, comparisons are made to jurisdictions in the database from the South Region (which includes jurisdictions from Texas, Oklahoma, Arkansas, Louisiana, Kentucky, West Virginia, Virginia, Maryland, Delaware, Washington D.C., Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida) with populations of 10,000-75,000. In the second table, comparisons are made with all jurisdictions in the database. For each set of questions, a chart precedes the two tables. The chart's numbers reflect the table containing the custom normative comparisons (South Region with populations of 10,000-75,000) and graphically represents the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart.

COMPARISONS

Figure 1: Quality of Life Ratings (Jurisdictions in the South Region with Populations of 10,000-75,000)
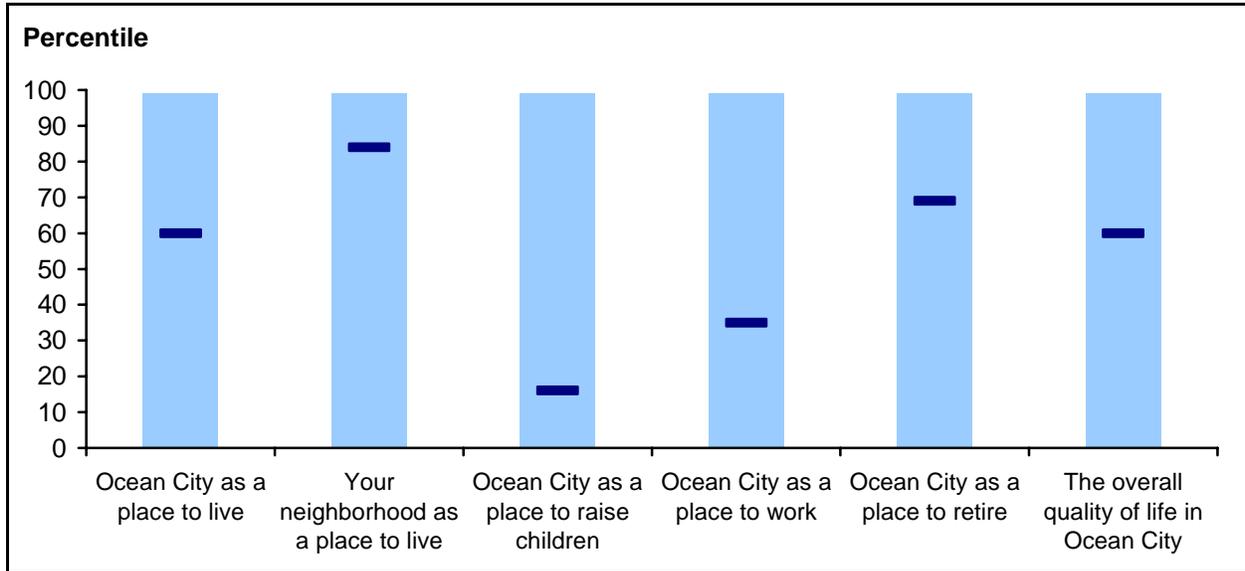
Quality of Life Ratings (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
How do you rate Ocean City as a place to live?	67	18	44	60%ile	Above the norm
How do you rate your neighborhood as a place to live?	73	6	32	84%ile	Above the norm
How do you rate Ocean City as a place to raise children?	50	33	39	16%ile	Below the norm
How do you rate Ocean City as a place to work?	45	18	27	35%ile	Below the norm
How do you rate Ocean City as a place to retire?	63	12	36	69%ile	Above the norm
How do you rate the overall quality of life in Ocean City?	65	18	44	60%ile	Above the norm

Quality of Life Ratings (All Jurisdictions in the Database)					
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
How do you rate Ocean City as a place to live?	67	110	229	52%ile	Similar to the norm
How do you rate your neighborhood as a place to live?	73	46	160	72%ile	Above the norm
How do you rate Ocean City as a place to raise children?	50	173	200	14%ile	Below the norm
How do you rate Ocean City as a place to work?	45	93	122	24%ile	Below the norm
How do you rate Ocean City as a place to retire?	63	39	183	79%ile	Above the norm
How do you rate the overall quality of life in Ocean City?	65	119	238	50%ile	Similar to the norm

Figure 2: Characteristics of the Community: General and Opportunities (Jurisdictions in the South Region with Populations of 10,000-75,000)

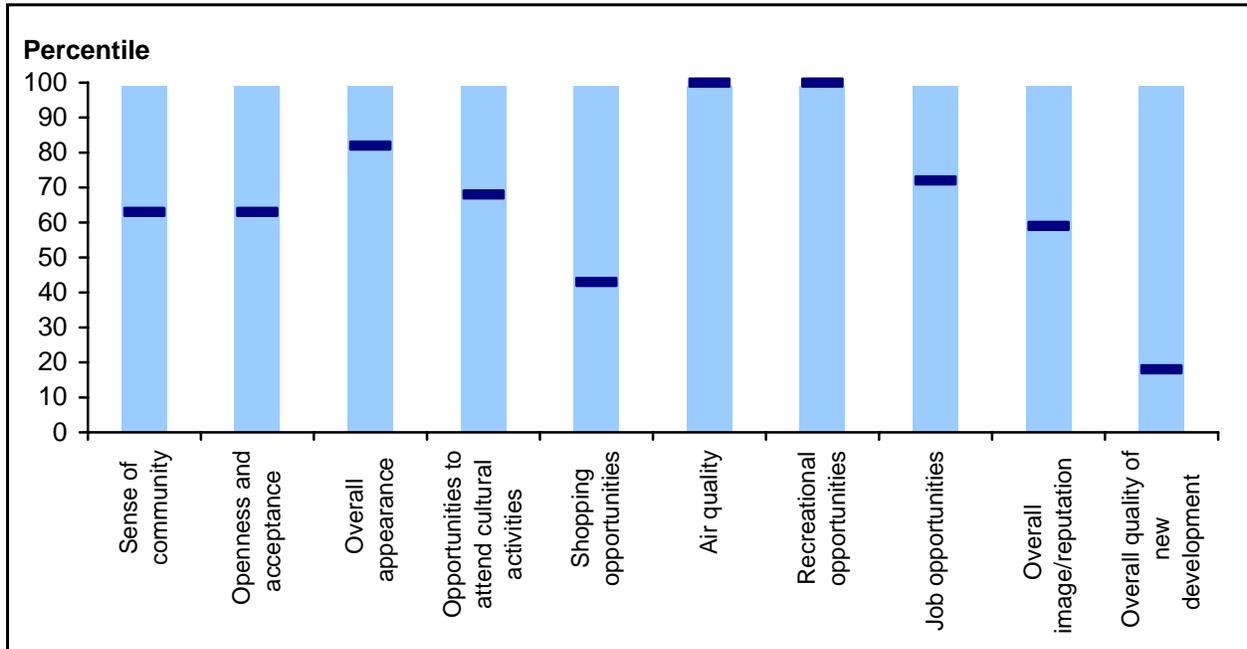## Characteristics of the Community: General and Opportunities (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Sense of community	56	12	31	63%ile	Similar to the norm
Openness and acceptance of the community towards people of diverse backgrounds	56	13	33	63%ile	Above the norm
Overall appearance of Ocean City	66	8	39	82%ile	Above the norm
Opportunities to attend cultural activities	51	10	29	68%ile	Above the norm
Shopping opportunities	50	18	31	43%ile	Similar to the norm
Air quality	72	1	17	100%ile	Above the norm
Recreational opportunities	73	1	33	100%ile	Above the norm
Job opportunities	38	10	33	72%ile	Above the norm
Overall image/reputation of Ocean City	63	12	28	59%ile	Above the norm
Overall quality of new development in Ocean City	46	19	23	18%ile	Below the norm

Characteristics of the Community: General and Opportunities (All Jurisdictions in the Database)					
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Sense of community	56	72	159	55%ile	Similar to the norm
Openness and acceptance of the community towards people of d	56	54	132	60%ile	Above the norm
Overall appearance of Ocean City	66	51	181	72%ile	Above the norm
Opportunities to attend cultural activities	51	73	142	49%ile	Similar to the norm
Shopping opportunities	50	76	142	47%ile	Similar to the norm
Air quality	72	11	87	88%ile	Above the norm
Recreational opportunities	73	8	156	95%ile	Above the norm
Job opportunities	38	71	165	57%ile	Above the norm
Overall image/reputation of Ocean City	63	48	118	60%ile	Above the norm
Overall quality of new development in Ocean City	46	81	96	16%ile	Below the norm

Figure 3: Characteristics of the Community: Access and Mobility (Jurisdictions in the South Region with Populations of 10,000-75,000)
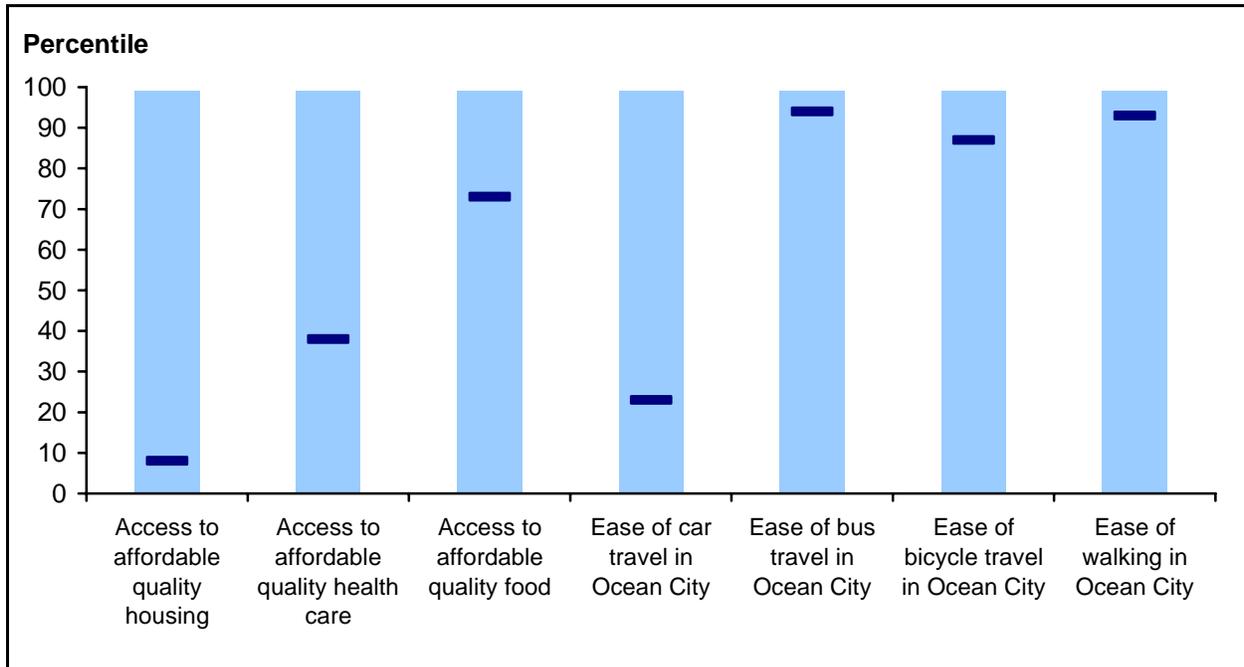

Characteristics of the Community: Access and Mobility (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Access to affordable quality housing	26	34	37	8%ile	Below the norm
Access to affordable quality health care	44	14	22	38%ile	Below the norm
Access to affordable quality food	56	4	12	73%ile	Similar to the norm
Ease of car travel in Ocean City	42	25	32	23%ile	Below the norm
Ease of bus travel in Ocean City	65	2	17	94%ile	Above the norm
Ease of bicycle travel in Ocean City	52	5	31	87%ile	Above the norm
Ease of walking in Ocean City	66	3	31	93%ile	Above the norm

Characteristics of the Community: Access and Mobility (All Jurisdictions in the Database)				
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Access to affordable quality housing	26	166	193	14%ile	Below the norm
Access to affordable quality health care	44	60	103	42%ile	Below the norm
Access to affordable quality food	56	24	48	51%ile	Similar to the norm
Ease of car travel in Ocean City	42	111	140	21%ile	Below the norm
Ease of bus travel in Ocean City	65	3	93	98%ile	Above the norm
Ease of bicycle travel in Ocean City	52	55	142	62%ile	Above the norm
Ease of walking in Ocean City	66	26	140	82%ile	Above the norm

Figure 4: Ratings of Safety from Various Problems (Jurisdictions in the South Region with Populations of 10,000-75,000)
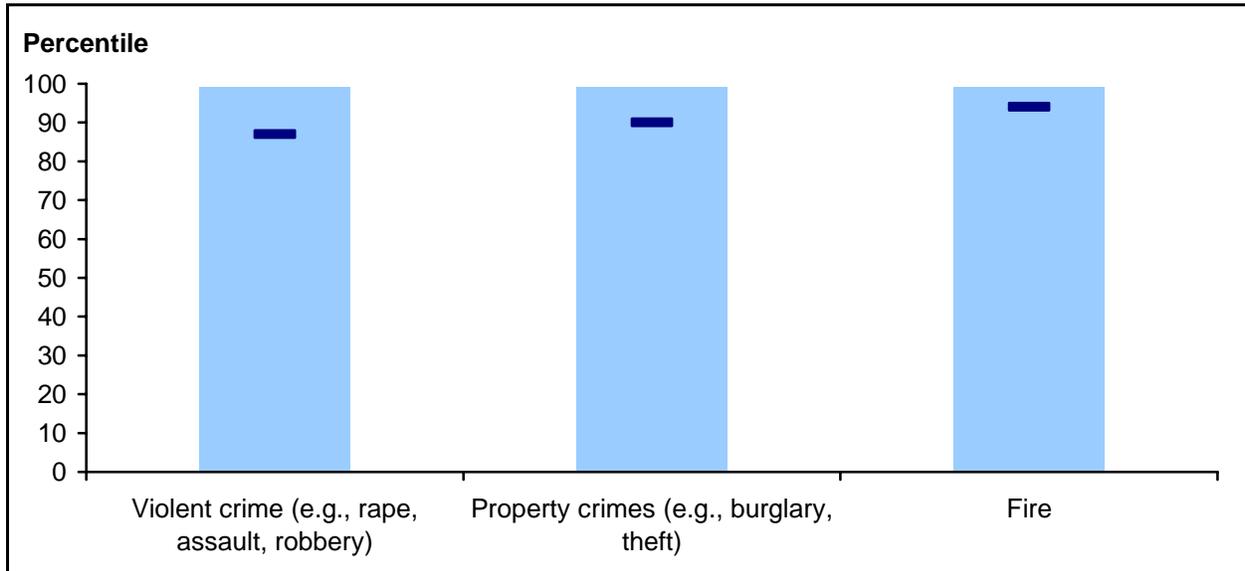
Ratings of Safety From Various Problems (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Violent crime (e.g., rape, assault, robbery)	78	5	32	87%ile	Above the norm
Property crimes (e.g., burglary, theft)	70	4	32	90%ile	Above the norm
Fire	80	3	34	94%ile	Above the norm

Ratings of Safety From Various Problems (All Jurisdictions in the Database)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Violent crime (e.g., rape, assault, robbery)	78	42	151	73%ile	Above the norm
Property crimes (e.g., burglary, theft)	70	31	149	80%ile	Above the norm
Fire	80	25	149	84%ile	Above the norm

Figure 5: Ratings of Safety in Various Areas (Jurisdictions in the South Region with Populations of 10,000-75,000)
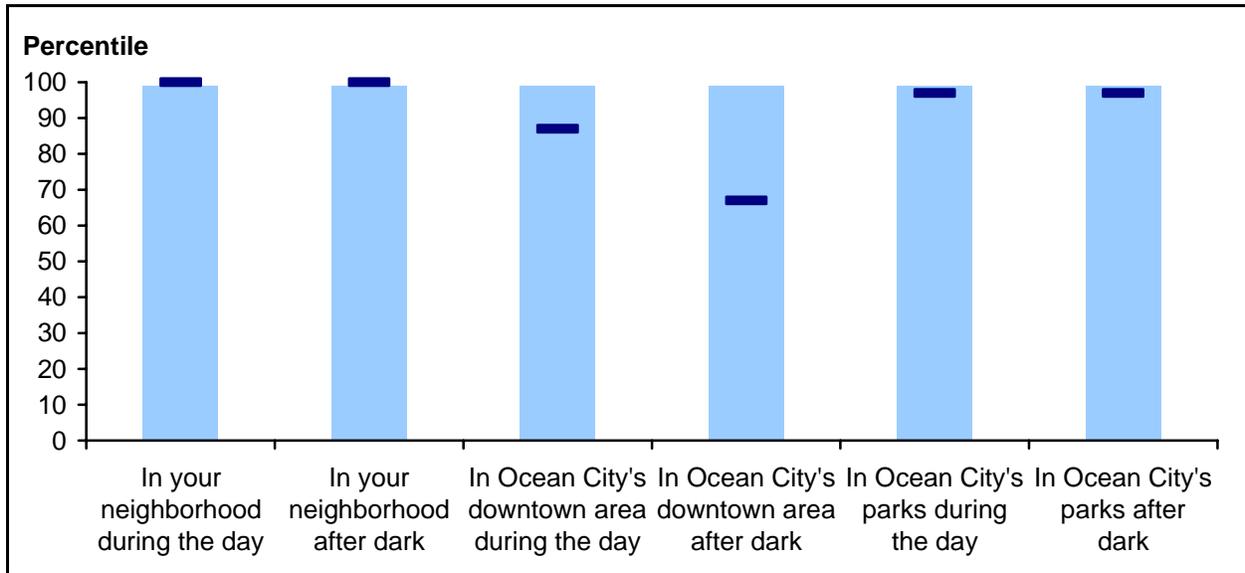
Percentile

Ratings of Safety in Various Areas (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
In your neighborhood during the day	95	1	34	100%ile	Above the norm
In your neighborhood after dark	82	1	37	100%ile	Above the norm
In Ocean City's downtown area during the day	87	5	32	87%ile	Above the norm
In Ocean City's downtown area after dark	62	12	34	67%ile	Above the norm
In Ocean City's parks during the day	90	2	31	97%ile	Above the norm
In Ocean City's parks after dark	62	2	30	97%ile	Above the norm

Ratings of Safety in Various Areas (All Jurisdictions in the Database)					
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
In your neighborhood during the day	95	4	181	98%ile	Above the norm
In your neighborhood after dark	82	17	190	92%ile	Above the norm
In Ocean City's downtown area during the day	87	42	150	72%ile	Above the norm
In Ocean City's downtown area after dark	62	75	165	55%ile	Above the norm
In Ocean City's parks during the day	90	28	148	82%ile	Above the norm
In Ocean City's parks after dark	62	32	148	79%ile	Above the norm

Figure 6: Quality of Public Safety Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

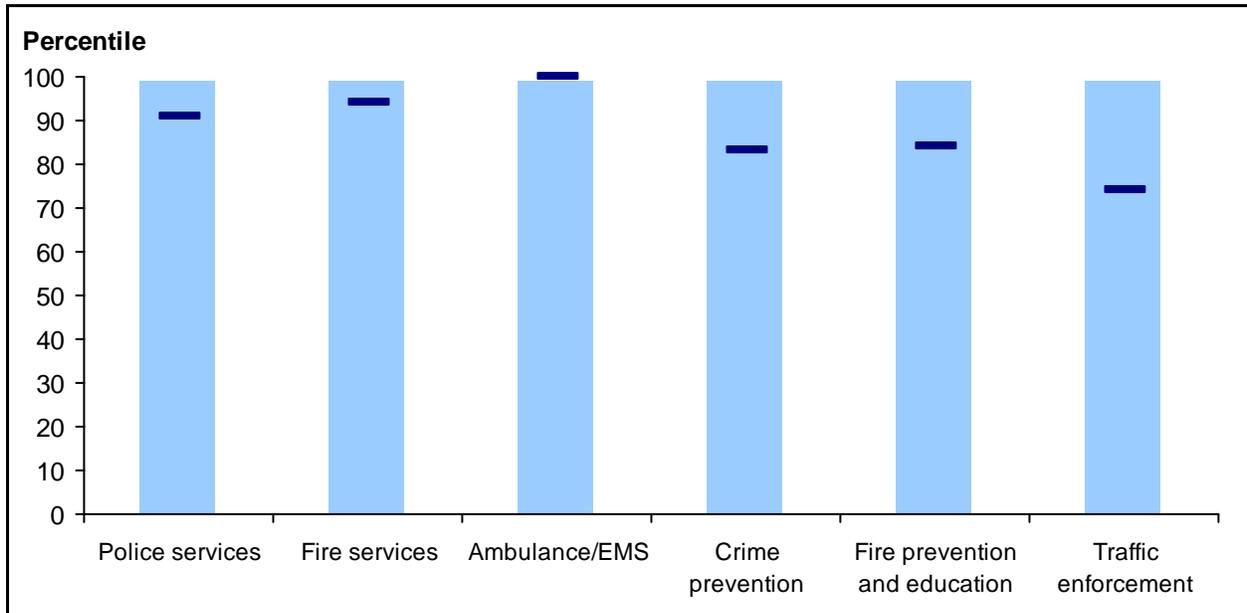**Quality of Public Safety Services (Jurisdictions in the South Region with Populations of 10,000-75,000)**

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Police services	73	5	47	91%ile	Above the norm
Fire services	83	4	51	94%ile	Above the norm
Ambulance/emergency medical services	82	1	34	100%ile	Above the norm
Crime prevention	65	7	37	83%ile	Above the norm
Fire prevention and education	69	6	32	84%ile	Above the norm
Traffic enforcement	60	11	40	74%ile	Above the norm

Quality of Public Safety Services (All Jurisdictions in the Database)				
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Police services	73	43	263	84%ile	Above the norm
Fire services	83	21	218	91%ile	Above the norm
Ambulance/emergency medical services	82	17	183	91%ile	Above the norm
Crime prevention	65	35	162	79%ile	Above the norm
Fire prevention and education	69	32	130	76%ile	Above the norm
Traffic enforcement	60	62	197	69%ile	Above the norm

Figure 7: Quality of Transportation Services (Jurisdictions in the South Region with Populations of 10,000-75,000)
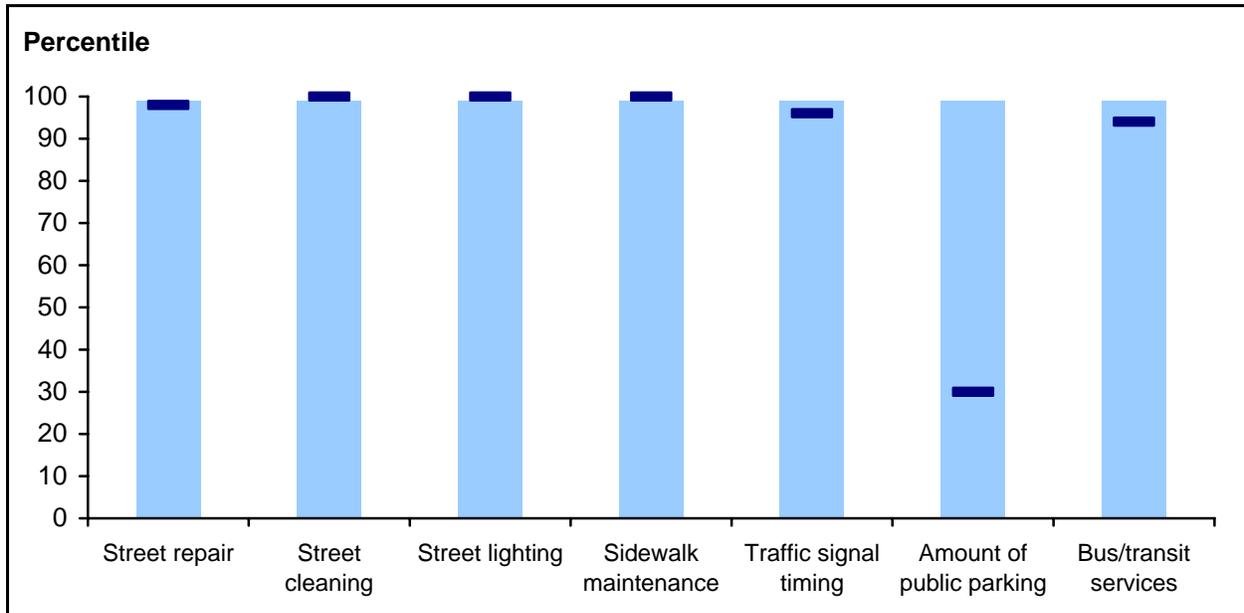

Quality of Transportation Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Street repair	64	2	43	98%ile	Above the norm
Street cleaning	71	1	34	100%ile	Above the norm
Street lighting	72	1	38	100%ile	Above the norm
Sidewalk maintenance	66	1	36	100%ile	Above the norm
Traffic signal timing	55	2	26	96%ile	Above the norm
Amount of public parking	39	15	21	30%ile	Below the norm
Bus/transit services	72	2	18	94%ile	Above the norm

Quality of Transportation Services (All Jurisdictions in the Database)				
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Street repair	64	16	241	94%ile	Above the norm
Street cleaning	71	6	175	97%ile	Above the norm
Street lighting	72	6	187	97%ile	Above the norm
Sidewalk maintenance	66	4	158	98%ile	Above the norm
Traffic signal timing	55	11	115	91%ile	Above the norm
Amount of public parking	39	73	100	27%ile	Below the norm
Bus/transit services	72	3	116	98%ile	Above the norm

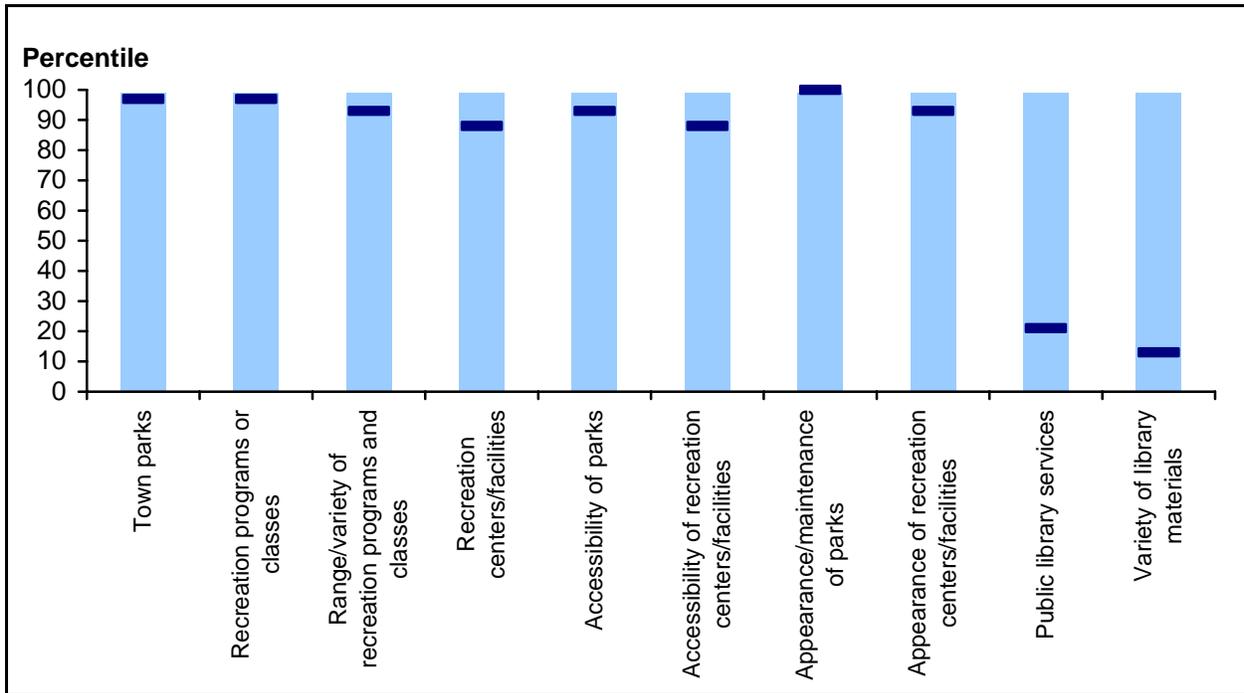**Figure 8: Quality of Leisure Services (Jurisdictions in the South Region with Populations of 10,000-75,000)**
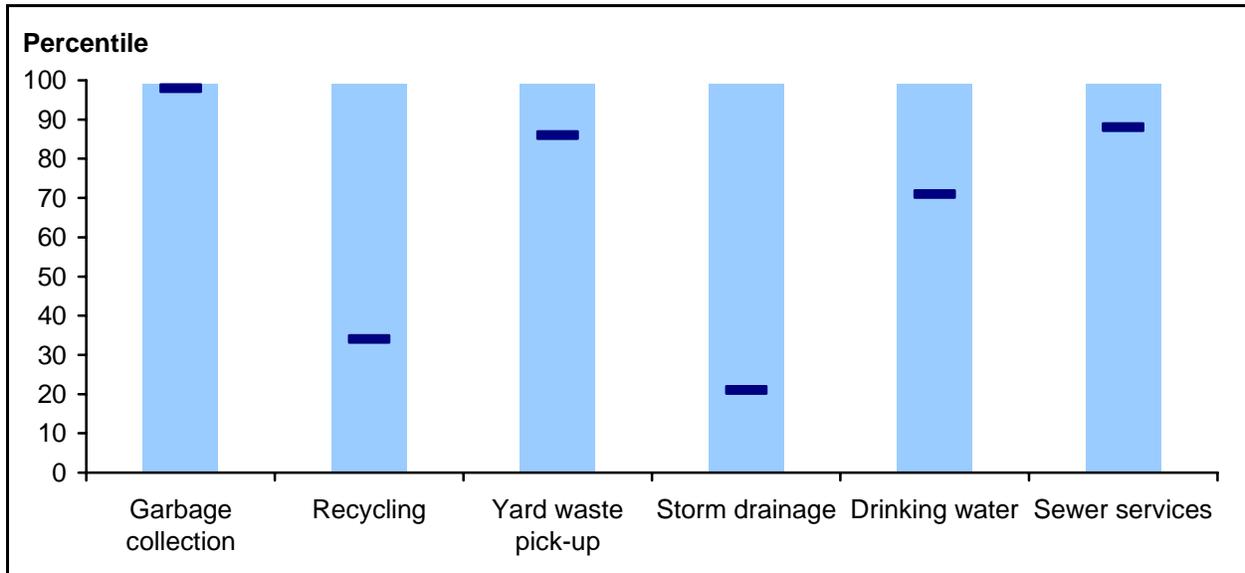
Quality of Leisure Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Town parks	78	2	37	97%ile	Above the norm
Recreation programs or classes	71	2	39	97%ile	Above the norm
Range/variety of recreation programs and classes	67	3	30	93%ile	Above the norm
Recreation centers/facilities	69	5	35	88%ile	Above the norm
Accessibility of parks	73	3	30	93%ile	Above the norm
Accessibility of recreation centers/facilities	72	4	27	88%ile	Above the norm
Appearance/maintenance of parks	76	1	39	100%ile	Above the norm
Appearance of recreation centers/facilities	73	3	28	93%ile	Above the norm
Public library services	66	27	34	21%ile	Below the norm
Variety of library materials	62	15	17	13%ile	Similar to the norm

Quality of Leisure Services (All Jurisdictions in the Database)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Town parks	78	11	175	94%ile	Above the norm
Recreation programs or classes	71	22	187	89%ile	Above the norm
Range/variety of recreation programs and classes	67	23	122	82%ile	Above the norm
Recreation centers/facilities	69	23	145	85%ile	Above the norm
Accessibility of parks	73	25	130	81%ile	Above the norm
Accessibility of recreation centers/facilities	72	16	97	84%ile	Above the norm
Appearance/maintenance of parks	76	11	174	94%ile	Above the norm
Appearance of recreation centers/facilities	73	11	103	90%ile	Above the norm
Public library services	66	128	195	35%ile	Below the norm
Variety of library materials	62	69	98	30%ile	Below the norm

Figure 9: Quality of Utility Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

Quality of Utility Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Garbage collection	79	2	51	98%ile	Above the norm
Recycling	62	26	39	34%ile	Similar to the norm
Yard waste pick-up	69	5	29	86%ile	Above the norm
Storm drainage	40	35	44	21%ile	Below the norm
Drinking water	58	10	32	71%ile	Above the norm
Sewer services	65	5	33	88%ile	Above the norm

Quality of Utility Services (All Jurisdictions in the Database)				
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Garbage collection	79	13	204	94%ile	Above the norm
Recycling	62	122	174	30%ile	Below the norm
Yard waste pick-up	69	31	117	74%ile	Above the norm
Storm drainage	40	160	190	16%ile	Below the norm
Drinking water	58	61	146	59%ile	Above the norm
Sewer services	65	38	150	75%ile	Above the norm

Figure 10: Quality of Planning and Code Enforcement Services (Jurisdictions in the South Region with Populations of 10,000-75,000)
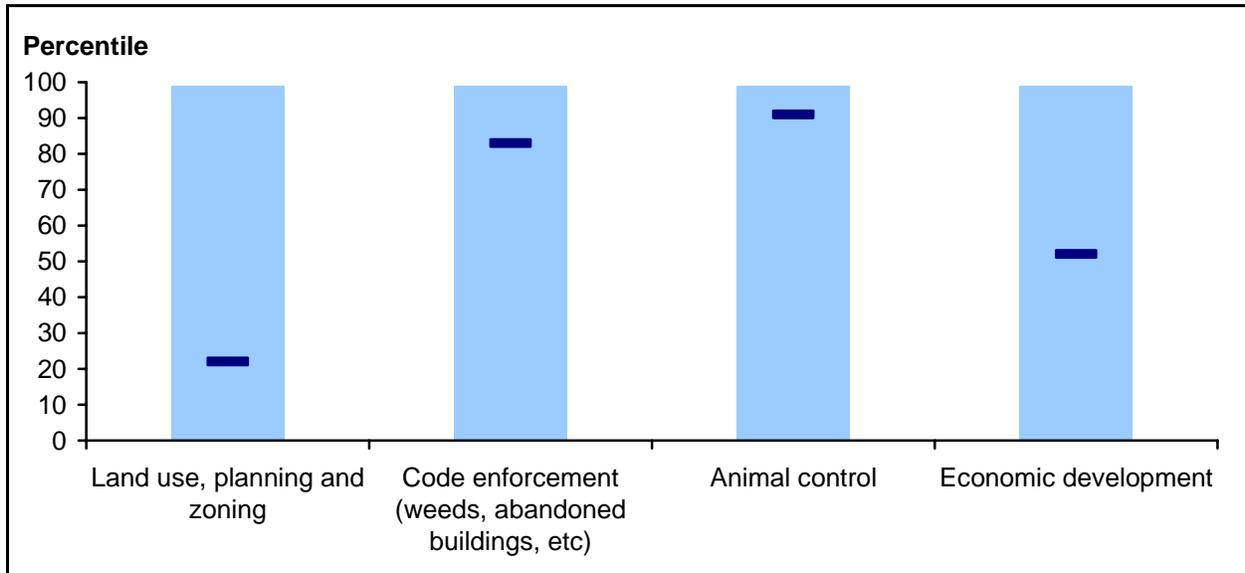

Quality of Planning and Code Enforcement Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Land use, planning and zoning	31	26	33	22%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	51	8	41	83%ile	Above the norm
Animal control	61	4	33	91%ile	Above the norm
Economic development	45	17	34	52%ile	Similar to the norm

Quality of Planning and Code Enforcement Services (All Jurisdictions in the Database)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Land use, planning and zoning	31	129	153	16%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	51	58	196	71%ile	Above the norm
Animal control	61	39	170	78%ile	Above the norm
Economic development	45	74	143	49%ile	Similar to the norm

Figure 11: Quality of Services to Special Populations and Other Services (Jurisdictions in the South Region with Populations of 10,000-75,000)
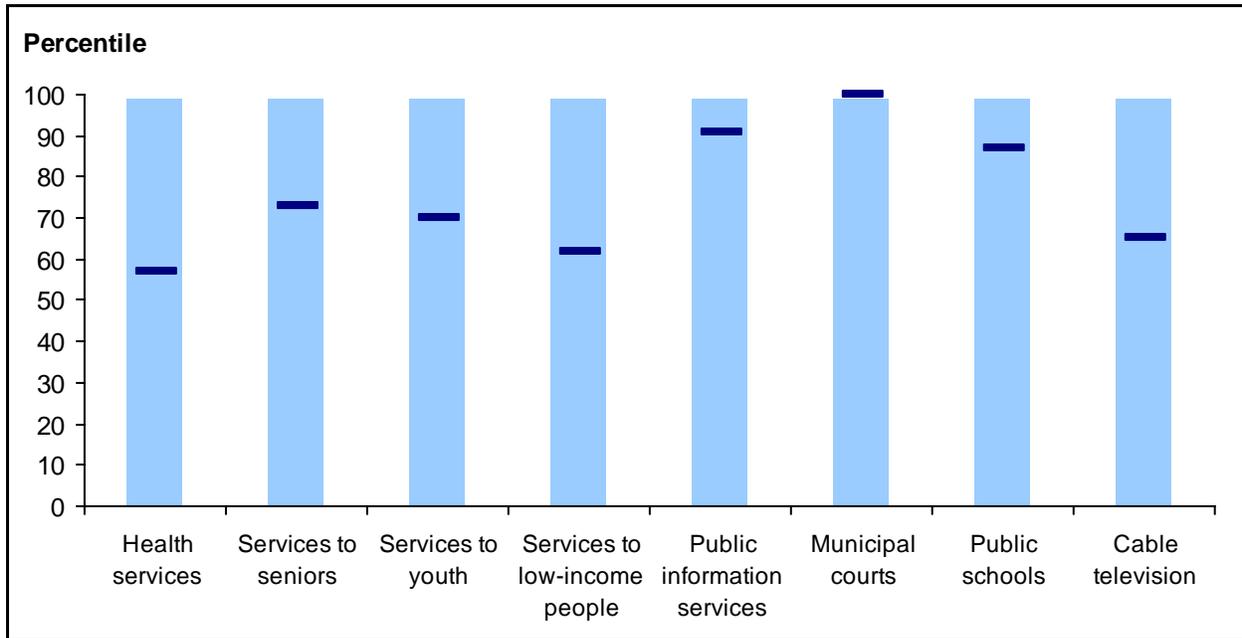

Quality of Services to Special Populations and Other Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Health services	54	7	15	57%ile	Similar to the norm
Services to seniors	57	8	27	73%ile	Above the norm
Services to youth	56	9	28	70%ile	Above the norm
Services to low-income people	41	9	22	62%ile	Similar to the norm
Public information services	61	4	36	91%ile	Above the norm
Municipal courts	60	1	16	100%ile	Above the norm
Public schools	66	4	24	87%ile	Above the norm
Cable television	50	8	21	65%ile	Above the norm

Quality of Services to Special Populations and Other Services (All Jurisdictions in the Database)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Health services	54	48	87	45%ile	Similar to the norm
Services to seniors	57	76	155	51%ile	Similar to the norm
Services to youth	56	49	135	64%ile	Above the norm
Services to low-income people	41	60	114	48%ile	Similar to the norm
Public information services	61	39	164	77%ile	Above the norm
Municipal courts	60	9	74	89%ile	Above the norm
Public schools	66	33	127	75%ile	Above the norm
Cable television	50	50	101	51%ile	Similar to the norm

Figure 12: Overall Quality of Services (Jurisdictions in the South Region with Populations of 10,000-75,000)
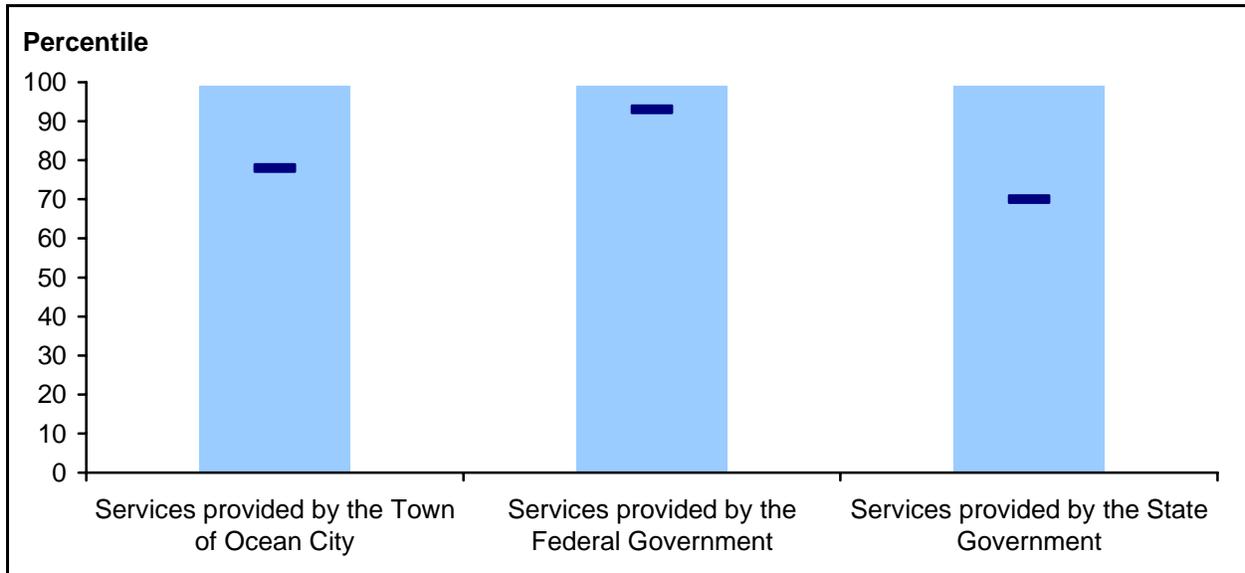
Percentile

Overall Quality of Services (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Services provided by the Town of Ocean City	66	9	38	78%ile	Above the norm
Services provided by the Federal Government	49	3	31	93%ile	Above the norm
Services provided by the State Government	49	10	31	70%ile	Above the norm

Overall Quality of Services (All Jurisdictions in the Database)				
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Services provided by the Town of Ocean City	66	59	216	73%ile	Above the norm
Services provided by the Federal Government	49	10	137	93%ile	Above the norm
Services provided by the State Government	49	27	139	81%ile	Above the norm

Figure 13: Ratings of Contact with Town Employees (Jurisdictions in the South Region with Populations of 10,000-75,000)

Percentile

Ratings of Contact with the City Employees (Jurisdictions in the South Region with Populations of 10,000-75,000)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Knowledge	75	4	35	91%ile	Above the norm
Responsiveness	73	3	35	94%ile	Above the norm
Courtesy	78	2	33	97%ile	Above the norm
Overall Impression	74	3	37	94%ile	Above the norm

Ratings of Contact with the City Employees (All Jurisdictions in the Database)

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
Knowledge	75	26	183	86%ile	Above the norm
Responsiveness	73	23	181	88%ile	Above the norm
Courtesy	78	11	146	93%ile	Above the norm
Overall Impression	74	24	206	89%ile	Above the norm

Figure 14: Ratings of Public Trust (Jurisdictions in the South Region with Populations of 10,000-75,000)

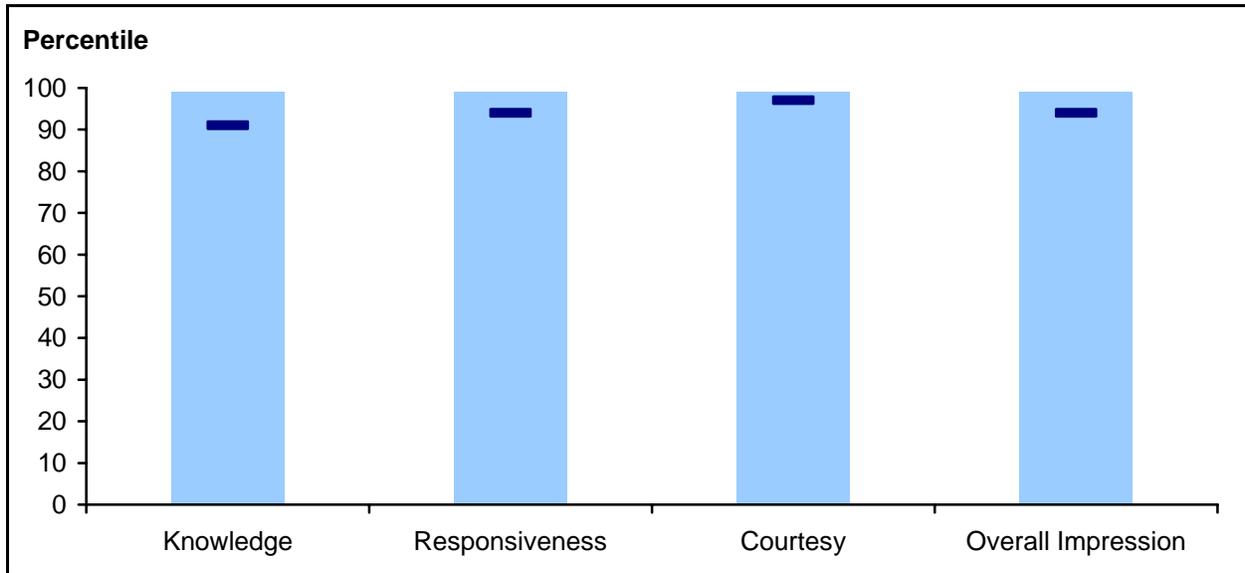**Ratings of Public Trust (Jurisdictions in the South Region with Populations of 10,000-75,000)**

	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
I receive good value for the Town of Ocean City taxes I pay	52	30	42	29%ile	Below the norm
I am pleased with the overall direction that the Town of Ocean City is taking	45	34	34	0%ile	Below the norm
The Town of Ocean City government welcomes citizen involvement	58	28	33	16%ile	Below the norm
The Town of Ocean City government listens to citizens	49	30	35	15%ile	Below the norm

Ratings of Public Trust (All Jurisdictions in the Database)					
	Town of Ocean City Rating	Rank	Number of Jurisdictions for Comparison	Town of Ocean City Percentile	Comparison of Ocean City Rating to Norm
I receive good value for the Town of Ocean City taxes I pay	52	147	200	27%ile	Below the norm
I am pleased with the overall direction that the Town of Ocean City is taking	45	156	165	5%ile	Below the norm
The Town of Ocean City government welcomes citizen involvement	58	135	178	24%ile	Below the norm
The Town of Ocean City government listens to citizens	49	121	155	22%ile	Below the norm

Appendix A: List of Jurisdictions Included in Normative Comparisons (Jurisdictions in the South Region with Populations of 10,000-75,000)

Jurisdiction Name	State	2000 Population
Alabaster	AL	22,169
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Hot Springs	AR	35,613
Siloam Springs	AR	10,000
Dover	DE	32,135
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Cooper City	FL	27,939
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Eustis	FL	15,106
Kissimmee	FL	47,814
Melbourne	FL	71,382
North Port	FL	22,797
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Oviedo	FL	26,316
Palm Beach	FL	10,468
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Port Orange	FL	45,823
Sarasota	FL	52,715

Jurisdiction Name	State	2000 Population
Seminole	FL	10,890
South Daytona	FL	13,177
Titusville	FL	40,670
Walton County	FL	40,601
Cartersville	GA	15,925
Decatur	GA	18,147
Milledgeville	GA	18,757
Smyrna	GA	40,999
Ashland	KY	21,981
Bowling Green	KY	49,296
Rockville	MD	47,388
Biloxi	MS	50,644
Starkville	MS	21,869
Concord	NC	55,977
Broken Arrow	OK	74,839
Edmond	OK	68,315
Stillwater	OK	39,065
Greenville	SC	10,468
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Rock Hill	SC	49,765
Cookeville	TN	23,923
Oak Ridge	TN	27,387
Benbrook	TX	20,208
Bryan	TX	34,733
Duncanville	TX	36,081
Missouri City	TX	52,913
Round Rock	TX	61,136
San Marcos	TX	34,733
Sugar Land	TX	63,328
The Colony	TX	26,531
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Hopewell	VA	22,354

Jurisdiction Name	State	2000 Population
Lynchburg	VA	65,269
Northampton County	VA	13,093
Staunton	VA	23,853
Williamsburg	VA	11,998
Morgantown	WV	26,809

APPENDIX B: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (ALL JURISDICTIONS IN THE DATABASE)

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Alabaster	AL	22,169
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Siloam Springs	AR	10,000
Avondale	AZ	35,883
Chandler	AZ	176,581
Flagstaff	AZ	52,894
Florence	AZ	17,054
Phoenix	AZ	1,321,045
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tucson	AZ	486,699
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Burlingame	CA	28,158
Capitola	CA	10,033
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Cupertino	CA	50,546
Del Mar	CA	4,389

Jurisdiction Name	State	2000 Population
El Cerrito	CA	23,171
Galt	CA	19,472
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345
Lodi	CA	56,999
Long Beach	CA	461,522
Los Angeles	CA	3,694,820
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
Mountain View	CA	70,708
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Poway	CA	48,044
Rancho Cordova	CA	55,060
Redding	CA	80,865
Richmond	CA	99,216
Ridgecrest	CA	24,927
Riverside	CA	255,166
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
San Ramon	CA	44,722
Santa Barbara County	CA	399,347
Santa Monica	CA	84,084
Sunnyvale	CA	131,760
Walnut Creek	CA	64,296
Archuleta County	CO	9,898
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272

Jurisdiction Name	State	2000 Population
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159
Greenwood Village	CO	11,035
Highlands Ranch	CO	70,931
Jefferson County	CO	527,056
Lakewood	CO	144,126
Larimer County	CO	251,494
Lone Tree	CO	4,873
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Mesa County	CO	116,255
Northglenn	CO	31,575
Parker	CO	23,558
Thornton	CO	82,384
Westminster	CO	100,940
Wheat Ridge	CO	32,913
West Hartford	CT	63,589
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
Belleair Beach	FL	1,751
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Charlotte County	FL	141,627
Clearwater	FL	108,787

Jurisdiction Name	State	2000 Population
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Duval County	FL	778,879
Eustis	FL	15,106
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
North Port	FL	22,797
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach	FL	10,468
Palm Beach County	FL	1,131,184
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Port Orange	FL	45,823
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Titusville	FL	40,670
Volusia County	FL	443,343
Walton County	FL	40,601
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Macon	GA	97,255
Milledgeville	GA	18,757

Jurisdiction Name	State	2000 Population
Smyrna	GA	40,999
Honolulu	HI	876,156
Maui	HI	128,094
Ames	IA	50,731
Ankeny	IA	27,117
Bettendorf	IA	31,275
Cedar Falls	IA	36,145
Clarke County	IA	9,133
Davenport	IA	98,359
Des Moines	IA	198,682
Indianola	IA	12,998
Iowa County	IA	15,671
Marion	IA	7,144
Newton	IA	15,579
Polk County	IA	374,601
Sheldahl	IA	336
Slater	IA	1,306
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Boise	ID	185,787
Moscow	ID	21,291
Batavia	IL	23,866
DeKalb	IL	39,018
Elmhurst	IL	42,762
Evanston	IL	74,239
Gurnee	IL	28,834
Highland Park	IL	31,365
Homewood	IL	19,543
Lincolnwood	IL	12,359
Naperville	IL	128,358
O'Fallon	IL	21,910
Palatine	IL	65,479
Shorewood	IL	7,686
Skokie	IL	63,348

Jurisdiction Name	State	2000 Population
Village of Oak Park	IL	52,524
Woodridge	IL	30,934
Fishers	IN	37,835
Fort Wayne	IN	205,727
Gary	IN	102,746
Munster	IN	21,511
Calgary	INT	878,866
District of Saanich,Victoria	INT	103,654
North Vancouver	INT	44,303
Prince Albert	INT	34,291
Thunder Bay	INT	109,016
Winnipeg	INT	619,544
Arkansas City	KS	11,963
Lenexa	KS	40,238
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Daviess County	KY	91,545
Lexington	KY	260,512
Jefferson Parish	LA	455,466
New Orleans	LA	484,674
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Cambridge	MA	101,355
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Rockville	MD	47,388
Saco	ME	16,822
Ann Arbor	MI	114,024

Jurisdiction Name	State	2000 Population
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
Meridian Charter Township	MI	38,987
Novi	MI	47,386
Ottawa County	MI	238,314
Sault Sainte Marie	MI	16,542
Troy	MI	80,959
Village of Howard City	MI	1,585
Blue Earth	MN	3,621
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Fridley	MN	27,449
Grand Forks	MN	231
Hutchinson	MN	13,080
Mankato	MN	32,427
Maplewood	MN	34,947
Medina	MN	4,005
Minneapolis	MN	382,618
North Branch	MN	8,023
Polk County	MN	31,369
Prior Lake	MN	15,917
Scott County	MN	89,498
St. Cloud	MN	59,107
St. Louis County	MN	200,528
St. Paul	MN	287,151
Washington County	MN	201,130
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881
Independence	MO	113,288
Joplin	MO	45,504

Jurisdiction Name	State	2000 Population
Kansas City	MO	441,545
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
O'Fallon	MO	46,169
Platte City	MO	3,866
Springfield	MO	151,580
Biloxi	MS	50,644
Starkville	MS	21,869
Bozeman	MT	27,509
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Durham	NC	187,038
Hudson	NC	3,078
Knightdale	NC	5,958
Wilmington	NC	90,400
Grand Forks	ND	49,321
Cedar Creek	NE	396
Kearney	NE	27,431
Dover	NH	26,884
Lyme	NH	1,679
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Farmington	NM	37,844
Los Alamos County	NM	18,343
Taos	NM	4,700
Carson City	NV	52,457
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486

Jurisdiction Name	State	2000 Population
Beekman	NY	11,452
Canandaigua	NY	11,264
Rye	NY	14,955
Akron	OH	217,074
Columbus	OH	711,470
Delaware	OH	25,243
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Sandusky	OH	27,844
Westerville	OH	35,318
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Ashland	OR	19,522
Corvallis	OR	49,322
Gresham	OR	90,205
Lake Oswego	OR	35,278
Portland	OR	529,121
Springfield	OR	52,864
Borough of Ebensburg	PA	3,091
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Columbia	SC	116,278
Greenville	SC	10,468
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765

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Jurisdiction Name	State	2000 Population
Cookeville	TN	23,923
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Benbrook	TX	20,208
Bryan	TX	34,733
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
Duncanville	TX	36,081
El Paso	TX	563,662
Fort Worth	TX	534,694
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
McAllen	TX	106,414
Missouri City	TX	52,913
Pasadena	TX	141,674
Round Rock	TX	61,136
San Marcos	TX	34,733
Shenandoah	TX	1,503
Sugar Land	TX	63,328
The Colony	TX	26,531
Farmington	UT	12,081
Riverdale	UT	7,656
Washington City	UT	8,186
Albemarle County	VA	79,236
Arlington County	VA	189,453
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesterfield County	VA	259,903
Hanover County	VA	86,320
Hopewell	VA	22,354
Lynchburg	VA	65,269
Newport News	VA	180,150

Jurisdiction Name	State	2000 Population
Northampton County	VA	13,093
Prince William County	VA	280,813
Stafford County	VA	92,446
Staunton	VA	23,853
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Bellingham	WA	67,171
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Pasco	WA	32,066
Richland	WA	38,708
Tacoma	WA	193,556
Vancouver	WA	143,560
Appleton	WI	70,087
Ashland County	WI	16,866
Eau Claire	WI	61,704
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Wauwatosa	WI	47,271
Whitewater	WI	13,437
Morgantown	WV	26,809
Cheyenne	WY	53,011
Gillette	WY	19,646
Teton County	WY	18,251

APPENDIX C: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

What is in the citizen survey database?

NRC's database includes the results from citizen surveys conducted in over 500 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

What kinds of questions are included?

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

What is so unique about National Research Center's Citizen Survey database?

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

What is the database used for?

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we 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. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

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 its clients believe services are not very good compared to ratings received by objectively "worse" departments.

National Research Center's database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center's database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Aren't comparisons of questions from different surveys like comparing apples and oranges?

It is true that you can't simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

How can managers trust the comparability of results?

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in Public Administration Review, Journal of Policy Analysis and Management and Governing, and we wrote a book, Citizen Surveys: How to do them, how to use them, what they mean, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms 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.