The Town of Ocean City, Maryland

DRAFT Report of Results

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 Results

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 702 were undeliverable due to vacant or "not found" addresses. Completed surveys were received from 893 residents, for a response rate of 39%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey of 893 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the Town of Ocean City. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.

2. Selecting households at random within the jurisdiction.

3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure[1].

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[1] The birthday method requests 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.

5. 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.

6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.

7. Providing a self-addressed, postage-paid return envelope.

8. Offering the survey in Spanish when appropriate and requested by Town officials.

9. 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 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), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

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).

"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.

For two of the items related to crime victimization and crime reporting, "don't know" responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

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.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Ocean City. They also evaluated characteristics of the community, and gave their perceptions of safety in the Town of Ocean City. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Ocean City.

Quality of Life

When asked to rate the overall quality of life in Ocean City, 18% of respondents thought it was "excellent." Only 1% rated overall quality of life as "poor." All of the responses of residents who had an opinion about the overall quality of life in Ocean City are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Ocean City
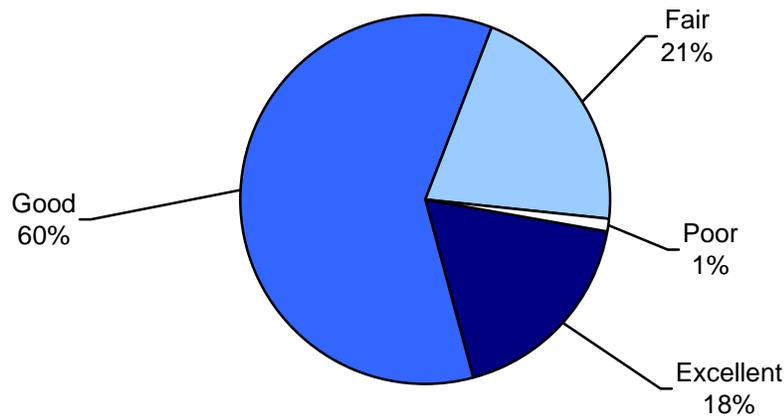
Figure 2: Quality of Life Ratings
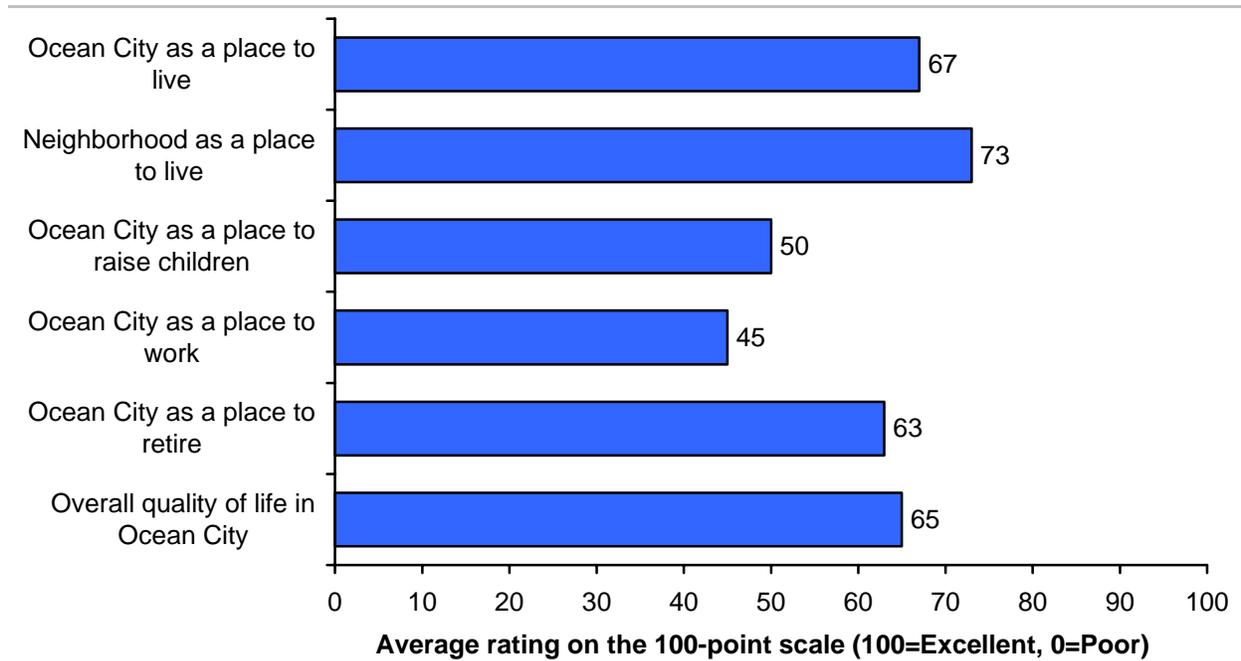
Average rating on the 100-point scale (100=Excellent, 0=Poor)

Quality of Life Ratings

	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Ocean City as a place to live?	25%	55%	19%	2%	100%	67
How do you rate your neighborhood as a place to live?	36%	50%	12%	2%	100%	73
How do you rate Ocean City as a place to raise children?	13%	37%	37%	13%	100%	50
How do you rate Ocean City as a place to work?	10%	32%	38%	19%	100%	45
How do you rate Ocean City as a place to retire?	25%	46%	23%	7%	100%	63
How do you rate the overall quality of life in Ocean City?	18%	60%	21%	1%	100%	65

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Ocean City

The highest rated characteristics of Ocean City were recreational opportunities, air quality, and overall appearance. When asked about potential problems in Ocean City, the three concerns rated by the highest proportion of respondents as a "major problem" were too much growth, taxes, and traffic congestion. The rate of population growth in Ocean City was viewed as "too fast" by 65% of respondents, while 3% thought it was "too slow."

Figure 3: Characteristics of the Community: General and Opportunities
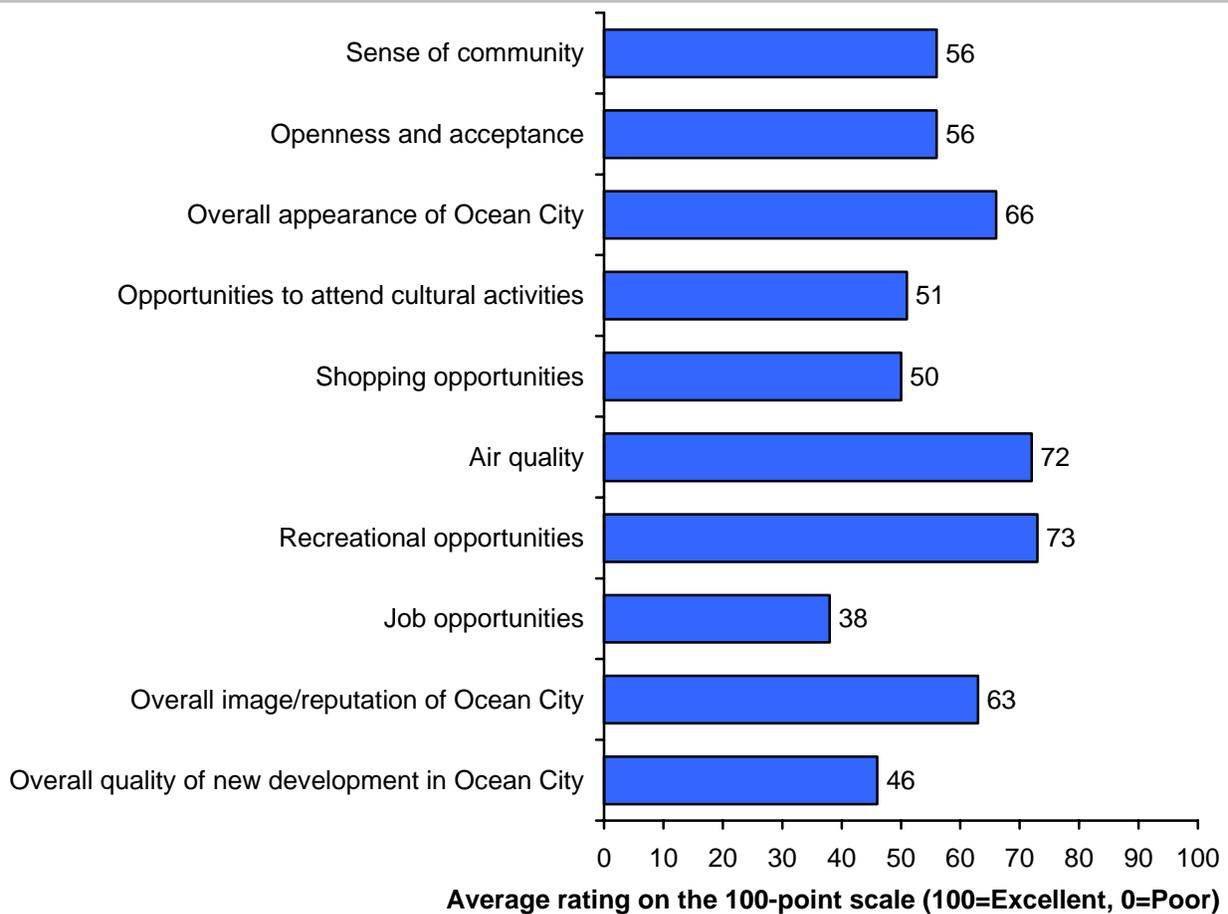
Characteristic	Rating
Sense of community	56
Openness and acceptance	56
Overall appearance of Ocean City	66
Opportunities to attend cultural activities	51
Shopping opportunities	50
Air quality	72
Recreational opportunities	73
Job opportunities	38
Overall image/reputation of Ocean City	63
Overall quality of new development in Ocean City	46

Average rating on the 100-point scale (100=Excellent, 0=Poor)

Please rate each of the following characteristics as they relate to Ocean City as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Characteristics of the Community: General and Opportunities						
Sense of community	13%	50%	28%	8%	100%	56
Openness and acceptance of the community towards people of diverse backgrounds	11%	53%	29%	7%	100%	56
Overall appearance of Ocean City	21%	58%	17%	3%	100%	66
Opportunities to attend cultural activities	12%	42%	32%	13%	100%	51
Shopping opportunities	15%	36%	31%	18%	100%	50
Air quality	29%	57%	12%	1%	100%	72
Recreational opportunities	35%	51%	12%	2%	100%	73
Job opportunities	6%	26%	45%	23%	100%	38
Overall image/reputation of Ocean City	17%	57%	22%	3%	100%	63
Overall quality of new development in Ocean City	10%	39%	31%	21%	100%	46
Note: "don't know" responses have been removed.						

Figure 4: Characteristics of the Community: Access

Average rating on the 100-point scale (100=Excellent, 0=Poor)
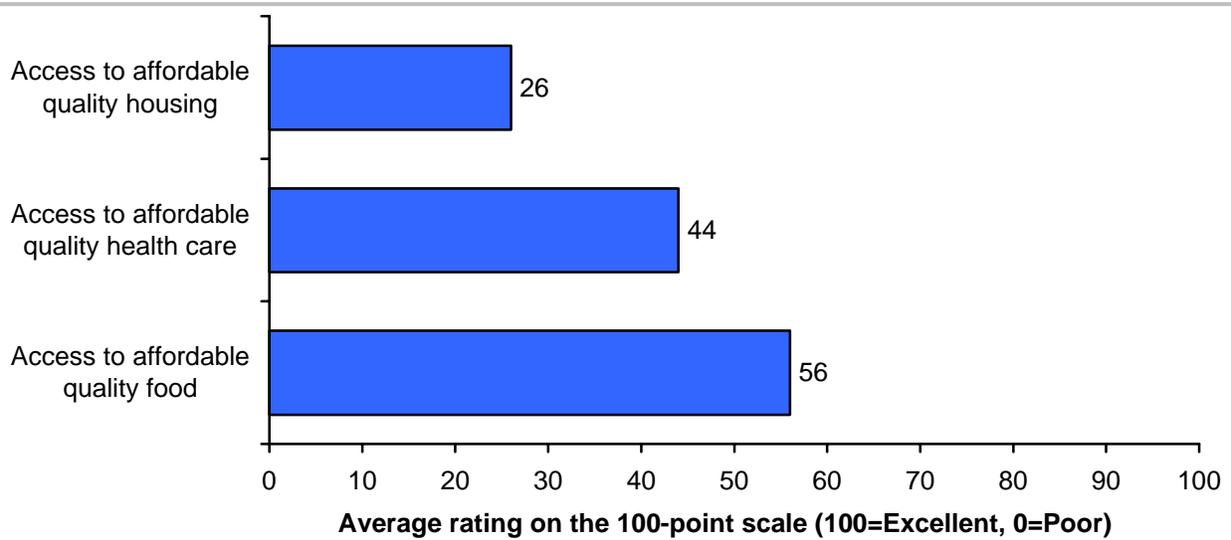
Characteristics of the Community: Access					
Please rate each of the following characteristics as they relate to Ocean City as a whole:	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Access to affordable quality housing	3%	17%	37%	43%	100%	26
Access to affordable quality health care	7%	36%	37%	20%	100%	44
Access to affordable quality food	16%	45%	30%	10%	100%	56
Note: "don't know" responses have been removed.						

Figure 5: Characteristics of the Community: Mobility
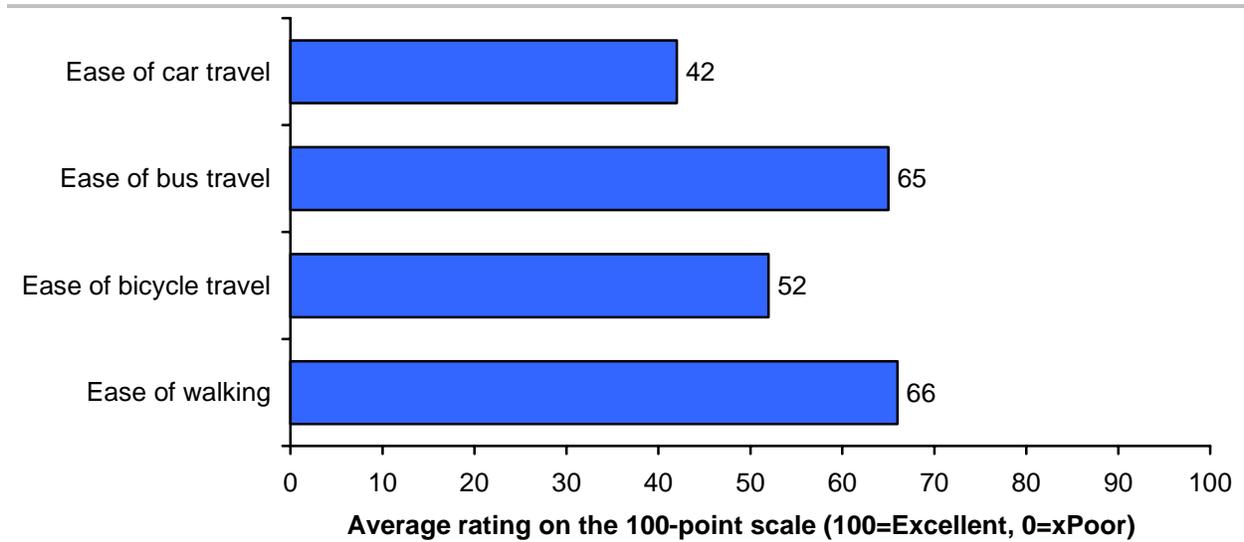
Characteristics of the Community: Mobility						
Please rate each of the following characteristics as they relate to Ocean City as a whole:	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Ease of car travel in Ocean City	9%	33%	34%	24%	100%	42
Ease of bus travel in Ocean City	27%	47%	20%	5%	100%	65
Ease of bicycle travel in Ocean City	13%	44%	29%	13%	100%	52
Ease of walking in Ocean City	24%	53%	18%	5%	100%	66
Note: "don't know" responses have been removed.						

Figure 6: Ratings of Potential Problems in Ocean City

Category	Percent
Crime	4%
Drugs	22%
Too much growth	56%
Lack of growth	1%
Graffiti	2%
Noise	20%
Run down buildings, weed lots, or junk vehicles	5%
Taxes	55%
Traffic congestion	48%
Unsupervised youth	18%
Homelessness	3%
Unwanted local businesses	7%

Percent of respondents rating as a "major" problem
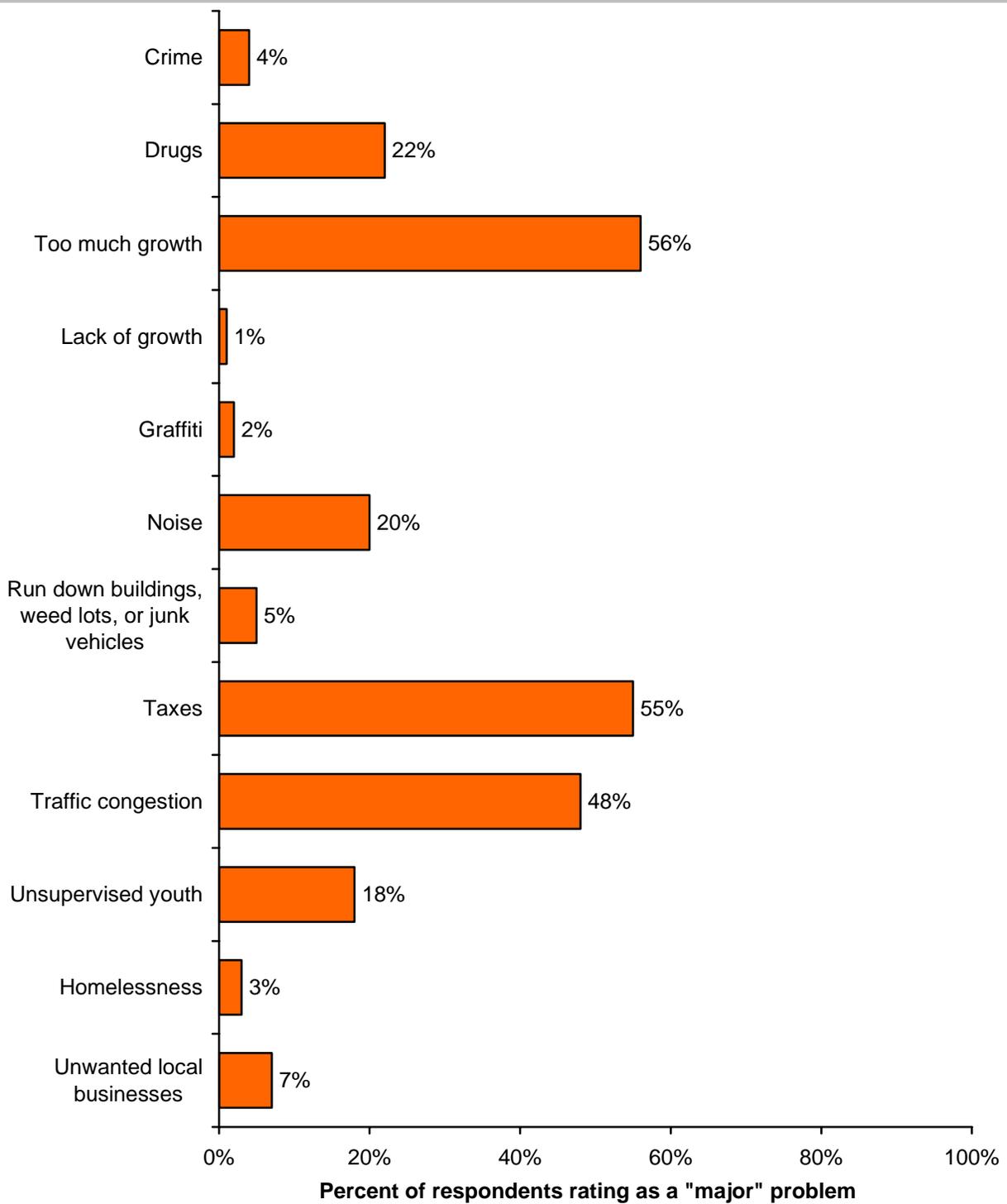
Figure 7: Ratings of Rates of Growth in Ocean City
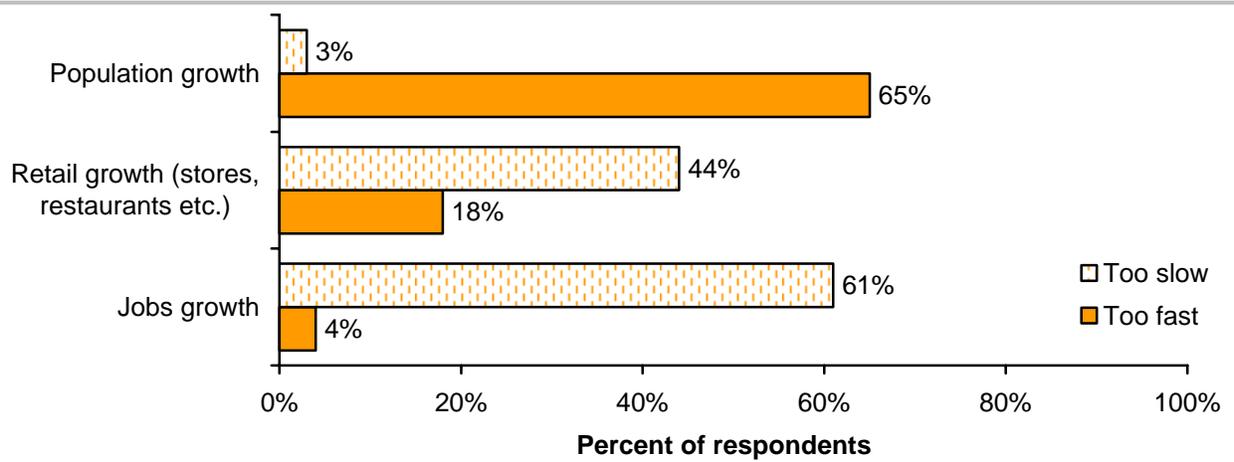
Twelve percent of Ocean City residents expected that the coming six months would have a somewhat or very positive impact on their family, while 39% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of 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...

Very positive
2%

Very negative
6%

Somewhat positive
10%

Somewhat negative
33%

Neutral
49%
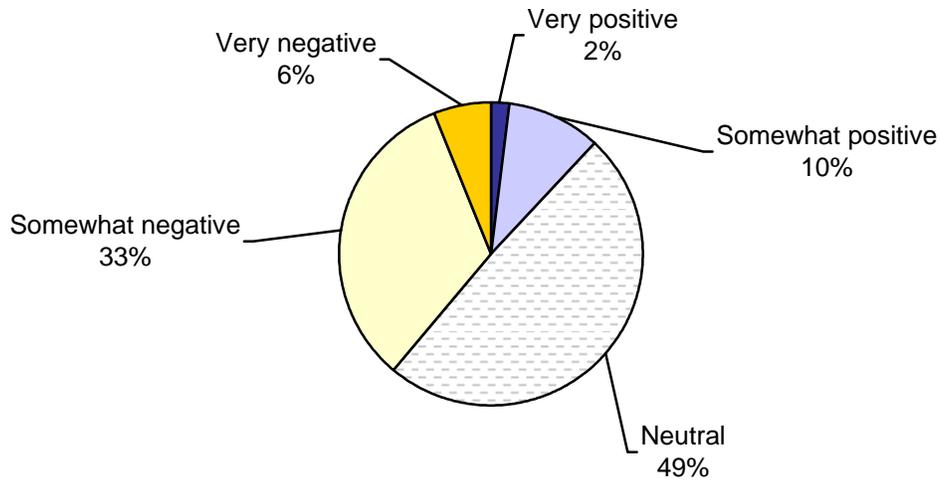
Perceptions of Safety

When evaluating safety in the community, 81% of respondents felt "somewhat" or "very safe" from violent crimes in Ocean City. In their neighborhood after dark, 89% of survey participants felt "somewhat" or "very safe."

As assessed by the survey, 7% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 71% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Ocean City

Percent of respondents feeling "very" or "somewhat" safe

- Violent crime: 81%
- Property crimes: 71%
- Fire: 83%
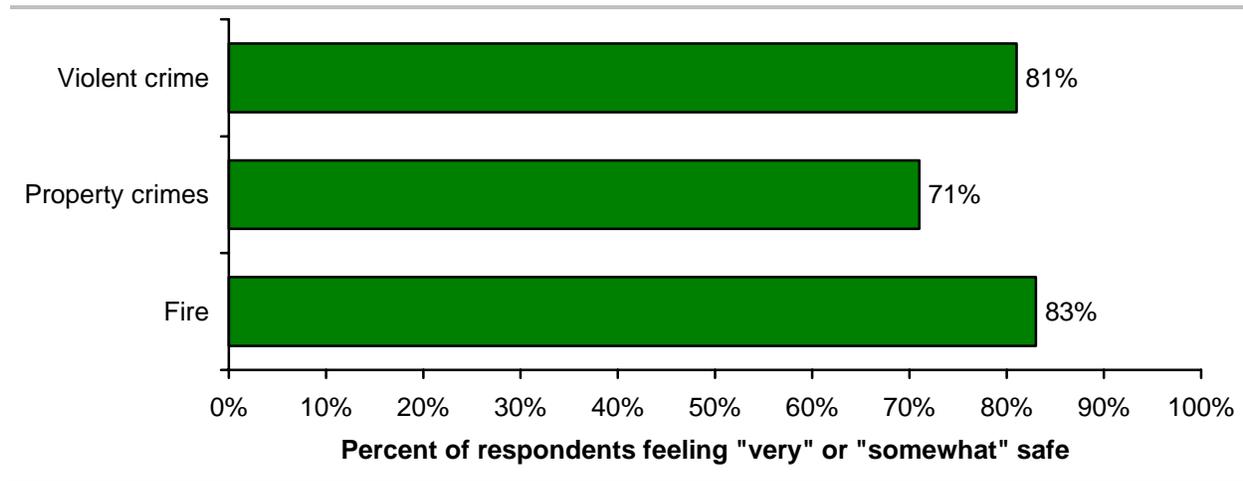
Figure 10: Ratings of Safety in Various Areas in Ocean City

Percent of respondents feeling "very" or "somewhat" safe

- In your neighborhood during the day: 98%
- In your neighborhood after dark: 89%
- In Ocean City's downtown area during the day: 90%
- In Ocean City's downtown area after dark: 61%
- In Ocean City's parks during the day: 94%
- In Ocean City's parks after dark: 58%
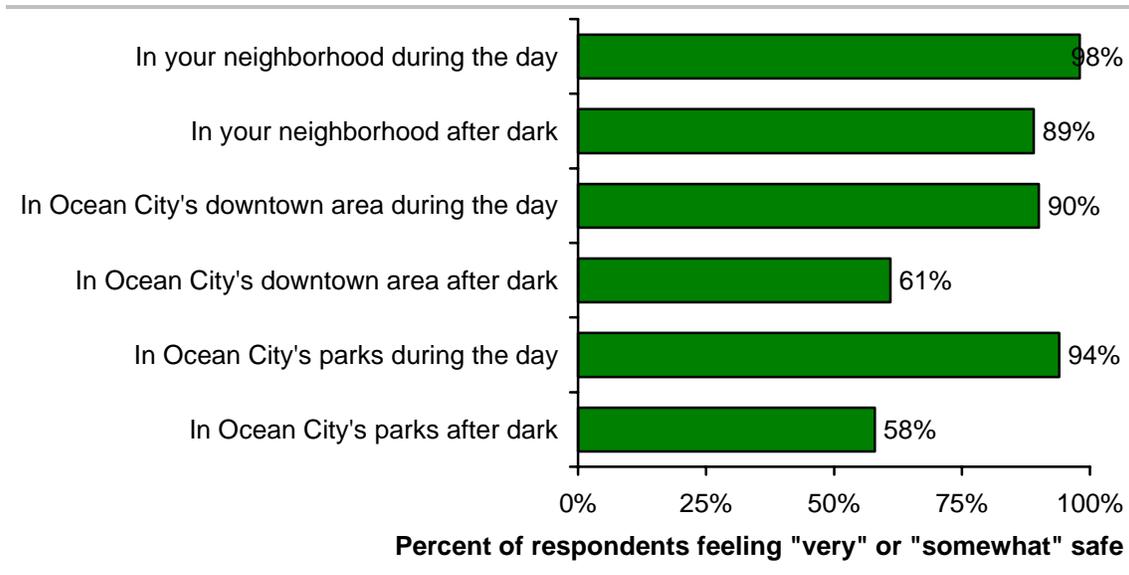
Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

Household
Member(s) Was a
Victim of Crime
7%

No Household
Member Was a
Crime Victim
92%

Don't Know
0%
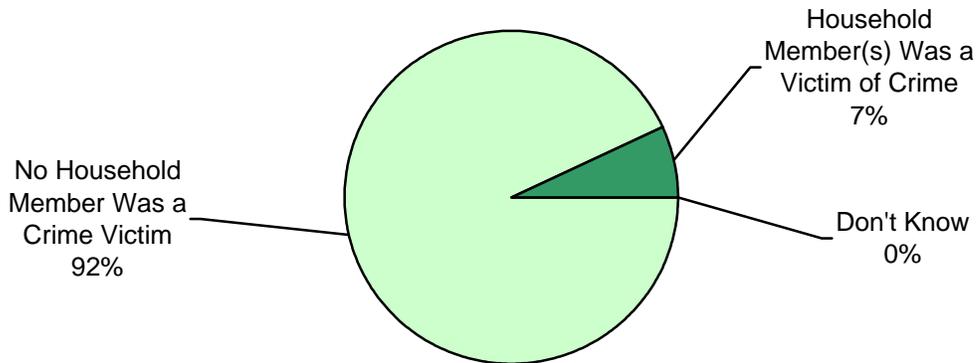
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime

Don't know
2%

Reported the Crime
71%

Did NOT Report the
Crime
28%
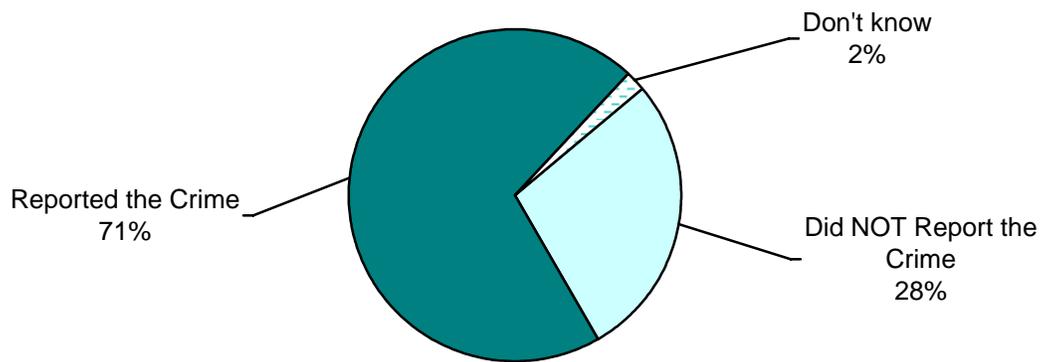
Community Participation

Participation in the civic, social and economic life of Ocean City during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 84% reported visiting a park in Ocean City in the past year and 23% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Ocean City in the Past Year

Activity	Percent
Used Ocean City public libraries or their services	45%
Used Ocean City recreation centers	59%
Participated in a recreation program or activity	44%
Visited an Ocean City park	84%
Ridden a local bus within Ocean City	68%
Attended a meeting of local elected officials or other local public meeting	23%
Watched a meeting of local elected officials or other local public meeting on cable television	52%
Recycled used paper, cans or bottles from your home	63%
Volunteered your time to some group/activity in Ocean City	23%
Read Town of Ocean City Newsletter	95%
Used the Internet for anything	74%
Used the Internet to conduct business with Ocean City	30%

Percent of respondents engaging in activity once or more

Voter status was also estimated,[2] with 78% saying that they had voted in the last election.

Figure 14: Voter Status and Activity

Question	Percent responding "Yes"
Are you registered to vote in your jurisdiction?	76%
Did you vote in the last election?	78%
Are you likely to vote in the next election?	86%

Percent of respondents responding "Yes"
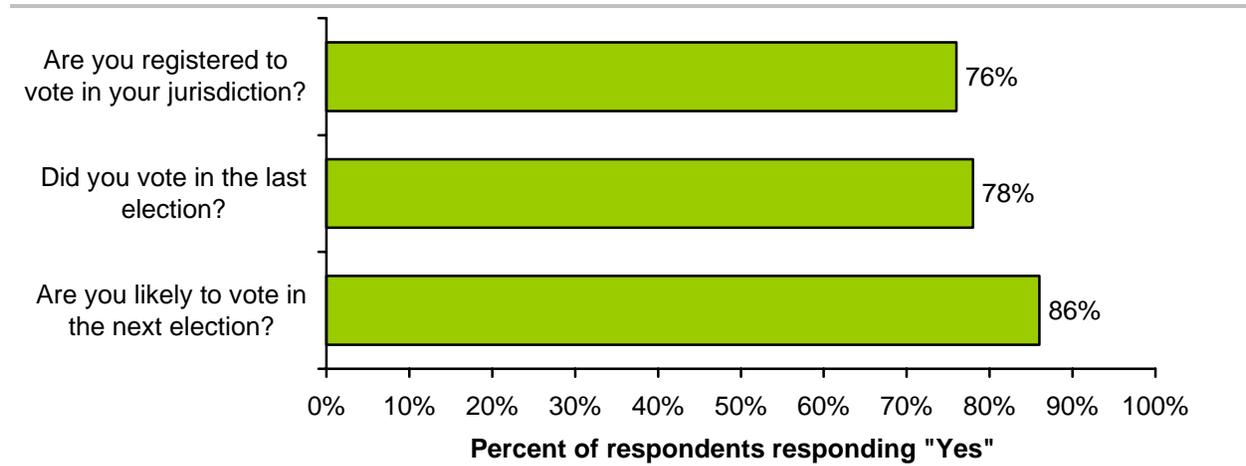
Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	24%	76%	100%
Did you vote in the last election?	22%	78%	100%
Are you likely to vote in the next election?	14%	86%	100%

[2] In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

LOCAL GOVERNMENT

Several aspects of the government of the Town of Ocean City were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the Town of Ocean City. Those who had any contact with a Town of Ocean City employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 52 on a 100-point scale.

Figure 15: Ratings of Public Trust

Average rating on the 100-point scale (100=Strongly agree, 0=Strongly disagree)
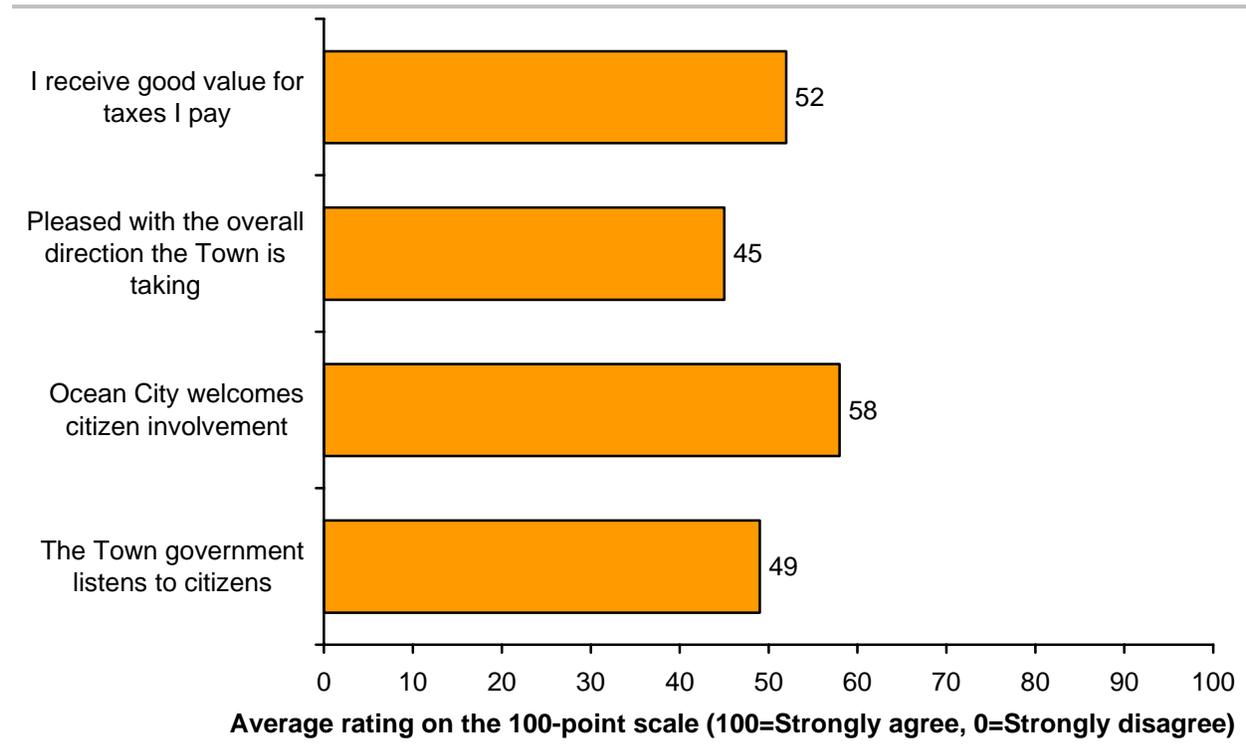
Ratings of Public Trust

Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the Town of Ocean City taxes I pay	12%	36%	18%	21%	14%	100%	52
I am pleased with the overall direction that the Town of Ocean City is taking	8%	29%	17%	29%	18%	100%	45
The Town of Ocean City government welcomes citizen involvement	14%	36%	27%	14%	9%	100%	58
The Town of Ocean City government listens to citizens	8%	29%	27%	21%	15%	100%	49

Note: "don't know" responses have been removed.

Service Provided by Ocean City

The responses of residents with an opinion about the overall quality of services provided by Ocean City are shown in Figure 16 below. These responses result in an average rating of 66 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the Town of Ocean City

Fair
16%

Poor
3%

Good
61%

Excellent
20%
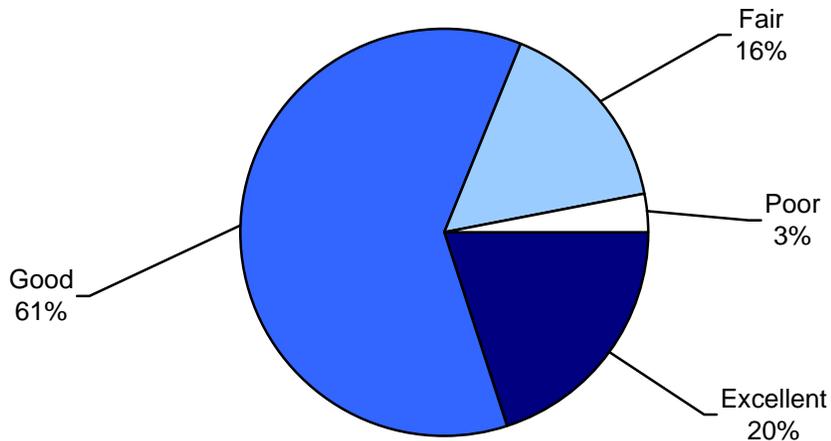
On average, residents of Ocean City gave the highest evaluations to their own town government and the lowest average rating to the federal and state governments.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

Average rating on the 100-point scale (100=Excellent, 0=Poor)
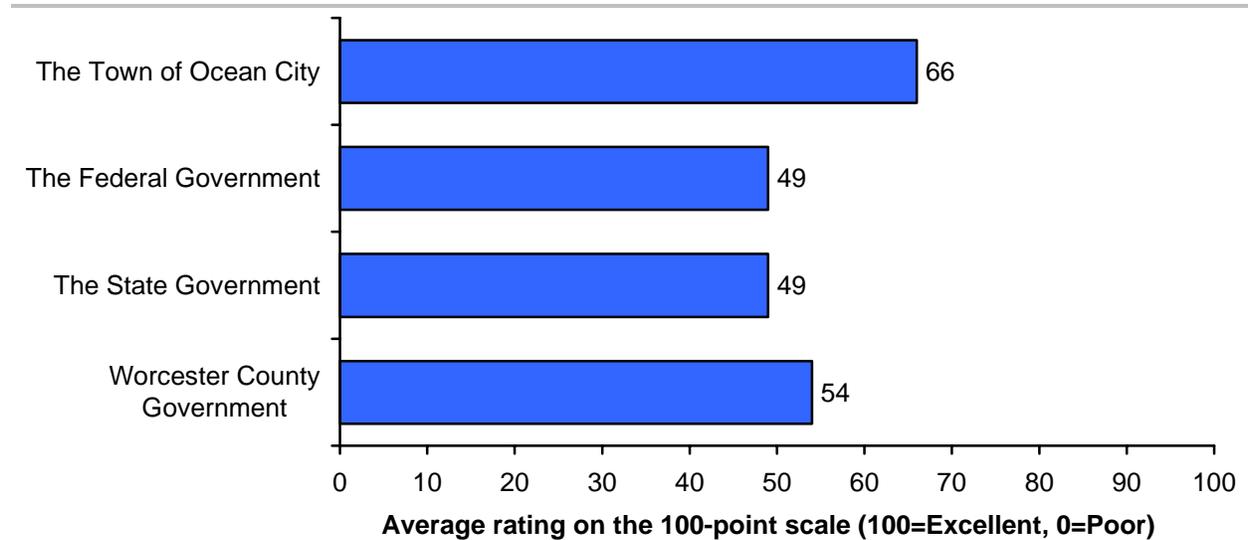
Overall Quality of Services: Town of Ocean City, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The Town of Ocean City	20%	61%	16%	3%	100%	66
The Federal Government	7%	46%	36%	12%	100%	49
The State Government	6%	45%	37%	11%	100%	49
Worcester County Government	10%	52%	30%	9%	100%	54
Note: "don't know" responses have been removed.						

Figure 18: Quality of Public Safety Services
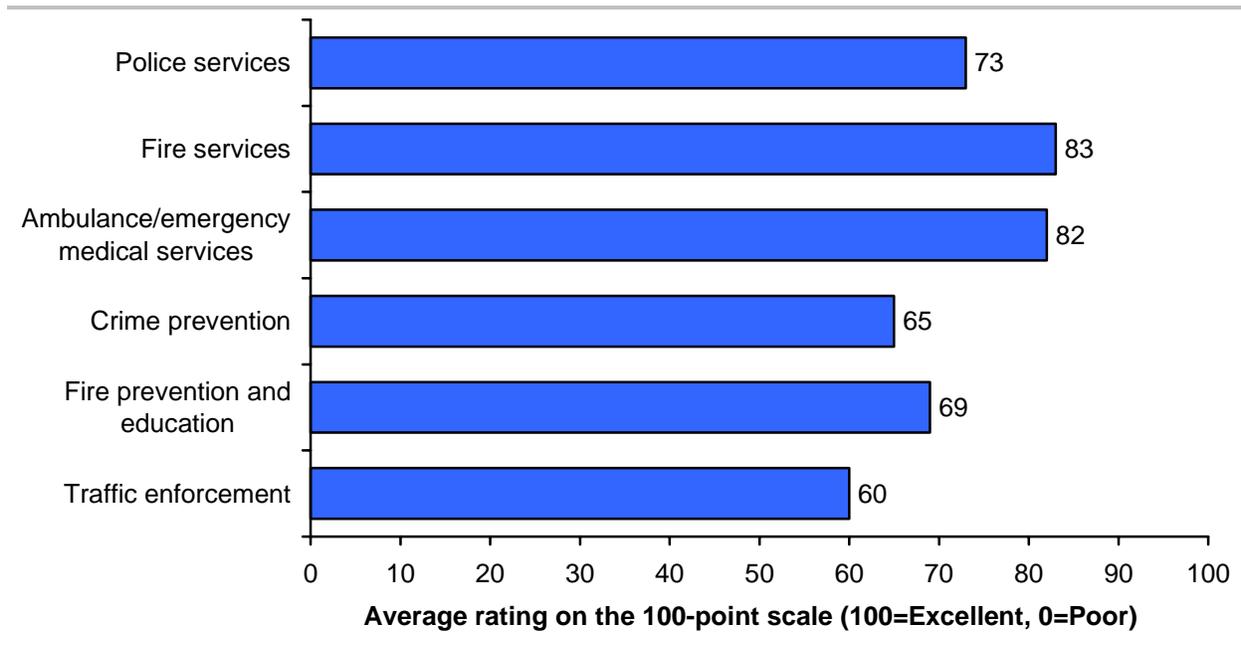
Quality of Public Safety Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	36%	51%	10%	3%	100%	73
Fire services	52%	43%	4%	0%	100%	83
Ambulance/emergency medical services	52%	42%	5%	1%	100%	82
Crime prevention	21%	57%	19%	3%	100%	65
Fire prevention and education	28%	56%	13%	3%	100%	69
Traffic enforcement	19%	48%	25%	8%	100%	60

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

Service	Value
Street repair	64
Street cleaning	71
Street lighting	72
Sidewalk maintenance	66
Traffic signal timing	55
Amount of public parking	39
Bus/transit services	72

Average rating on the 100-point scale (100=Excellent, 0=Poor)
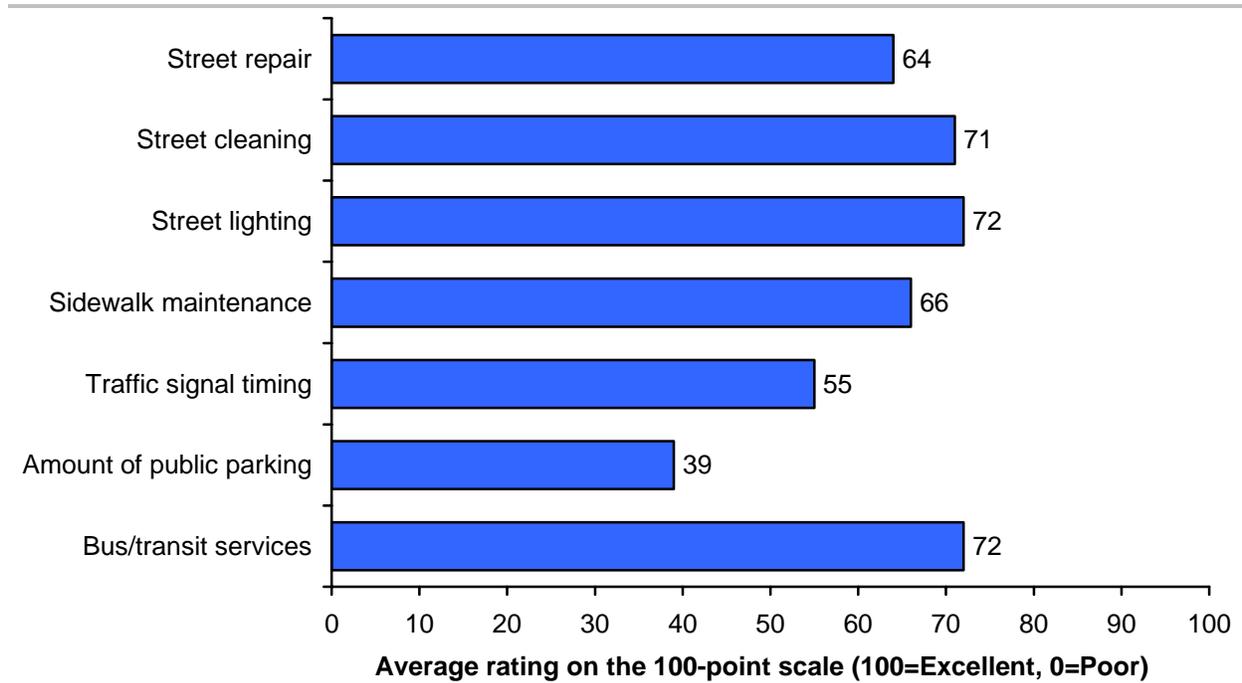
Quality of Transportation Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Street repair	23%	50%	21%	5%	100%	64
Street cleaning	33%	52%	12%	3%	100%	71
Street lighting	31%	55%	13%	1%	100%	72
Sidewalk maintenance	25%	53%	18%	4%	100%	66
Traffic signal timing	15%	46%	26%	12%	100%	55
Amount of public parking	7%	29%	37%	27%	100%	39
Bus/transit services	36%	47%	14%	3%	100%	72

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services
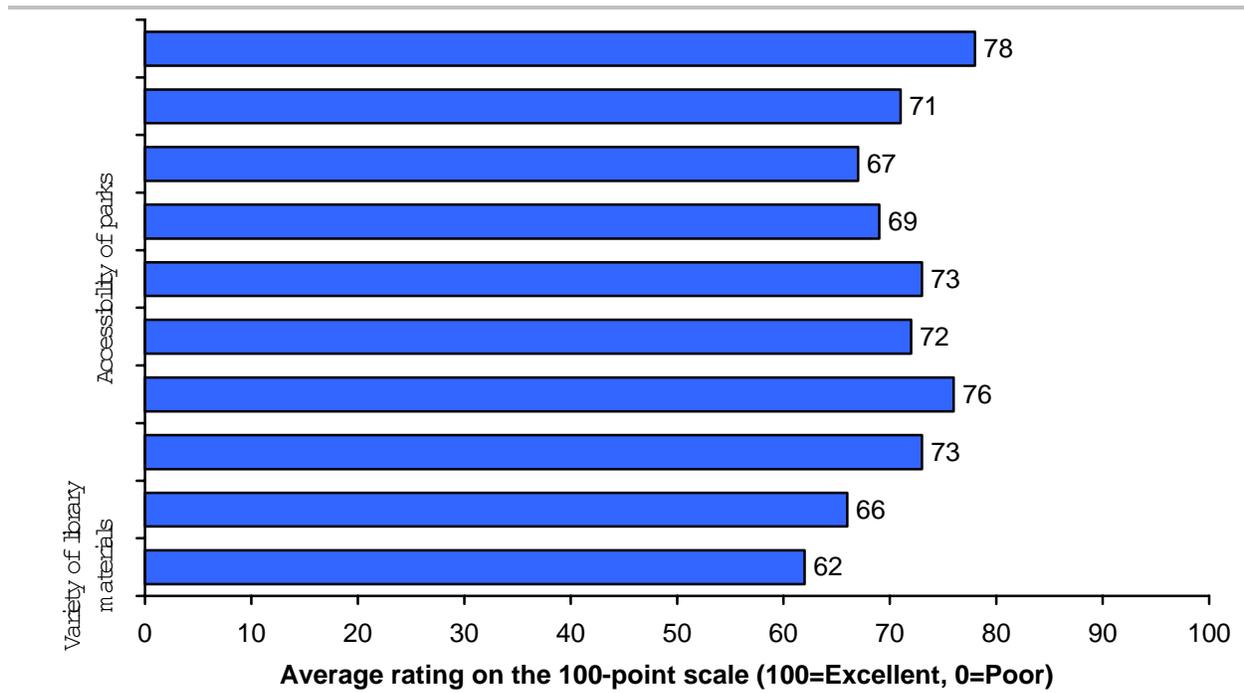
Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Town parks	44%	48%	8%	1%	100%	78
Recreation programs or classes	31%	53%	15%	1%	100%	71
Range/variety of recreation programs and classes	26%	51%	21%	2%	100%	67
Recreation centers/facilities	27%	55%	17%	1%	100%	69
Accessibility of parks	34%	52%	12%	1%	100%	73
Accessibility of recreation centers/facilities	33%	52%	14%	1%	100%	72
Appearance/maintenance of parks	38%	53%	8%	1%	100%	76
Appearance of recreation centers/facilities	34%	52%	12%	2%	100%	73
Public library services	23%	56%	18%	3%	100%	66
Variety of library materials	19%	53%	25%	4%	100%	62

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services
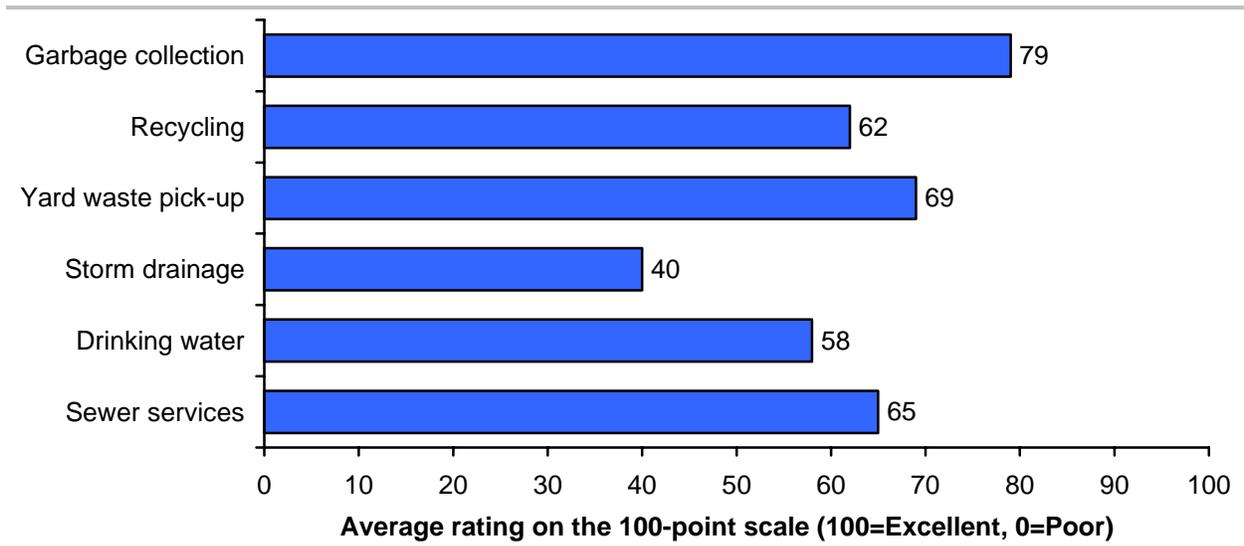
Average rating on the 100-point scale (100=Excellent, 0=Poor)

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	48%	43%	7%	2%	100%	79
Recycling	29%	38%	20%	12%	100%	62
Yard waste pick-up	33%	45%	19%	3%	100%	69
Storm drainage	8%	31%	35%	26%	100%	40
Drinking water	19%	47%	24%	10%	100%	58
Sewer services	20%	57%	21%	2%	100%	65

Quality of Utility Services

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

Average rating on the 100-point scale (100=Excellent, 0=Poor)
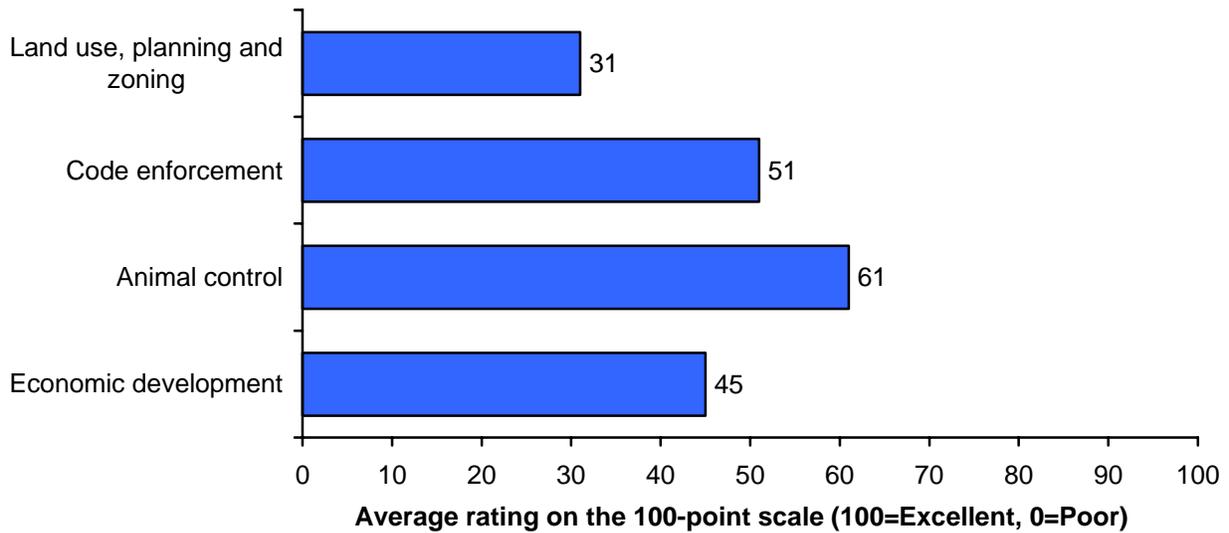
Quality of Planning and Code Enforcement Services						
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	5%	21%	37%	37%	100%	31
Code enforcement (weeds, abandoned buildings, etc)	11%	43%	34%	12%	100%	51
Animal control	17%	56%	20%	7%	100%	61
Economic development	6%	41%	35%	18%	100%	45
Note: "don't know" responses have been removed.						

Figure 23: Quality of Services to Special Populations and Other Services
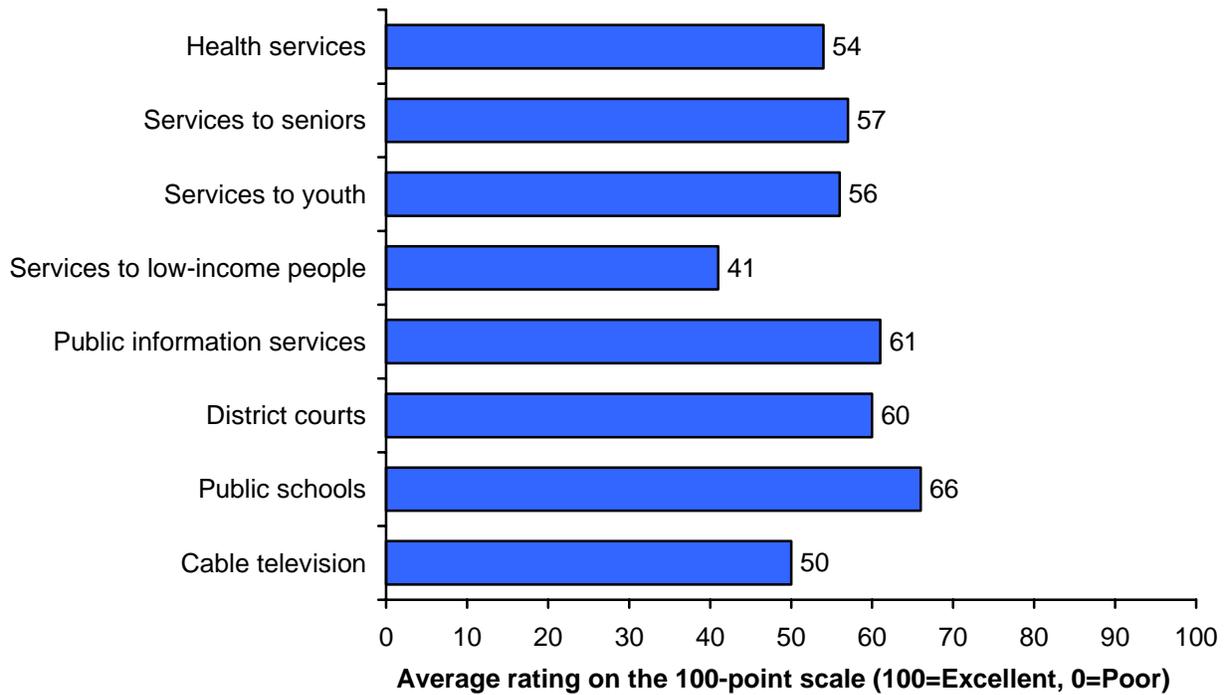
Quality of Services to Special Populations and Other Services						
How do you rate the quality of each of the following services?	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Health services	10%	49%	32%	9%	100%	54
Services to seniors	14%	51%	28%	7%	100%	57
Services to youth	13%	48%	34%	5%	100%	56
Services to low-income people	9%	29%	37%	24%	100%	41
Public information services	16%	54%	27%	3%	100%	61
District courts	14%	56%	26%	5%	100%	60
Public schools	23%	53%	22%	2%	100%	66
Cable television	11%	42%	32%	16%	100%	50

Note: "don't know" responses have been removed.

The Town of Ocean City Employees

Impressions of the Town of Ocean City employees were assessed on the questionnaire. Those who had been in contact with a Town of Ocean City employee in the past year (53%) rated their overall impression as 74 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a Town of Ocean City Employee

Did NOT Have
Contact in Last 12
Months
47%

Had contact in Last
12 Months
53%
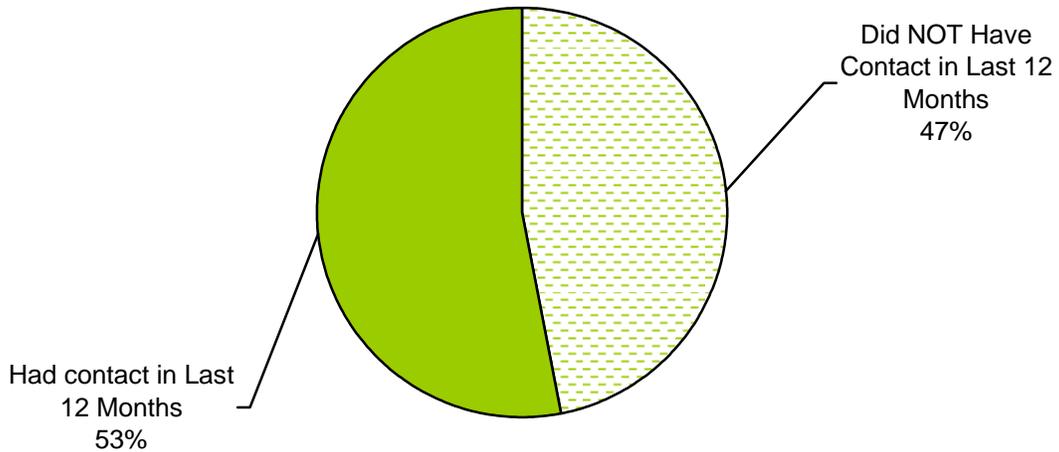
Figure 25: Ratings of Contact with the Town of Ocean City Employees

Average rating on the 100-point scale (100=Excellent, 0=Poor)
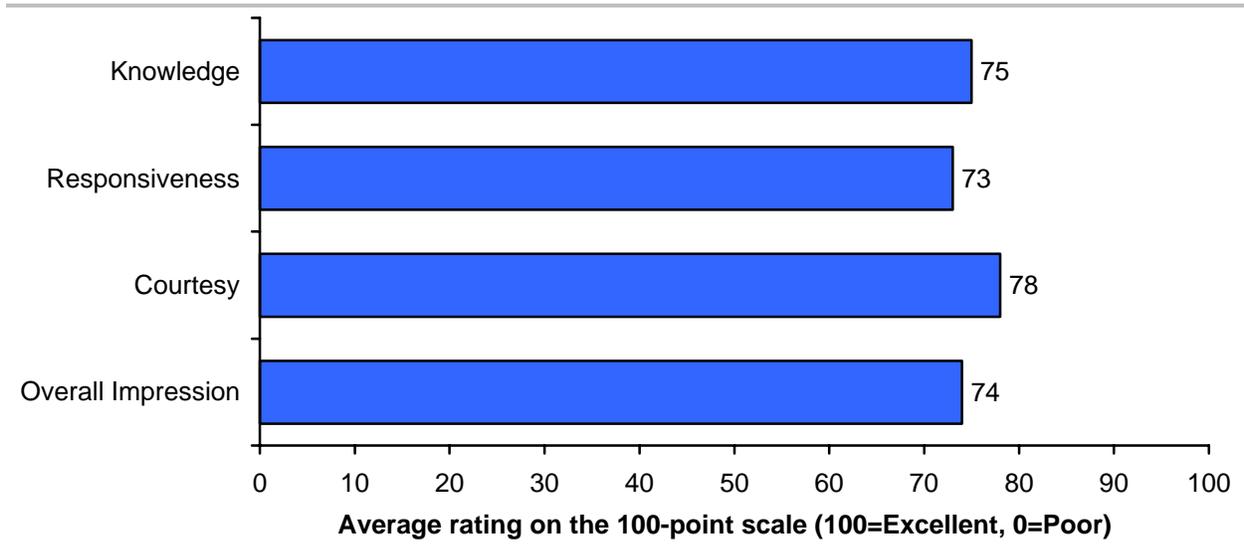
Ratings of Contact with Town of Ocean City Employees						
What was your impression of employees of the Town of Ocean City in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	41%	46%	10%	3%	100%	75
Responsiveness	44%	38%	11%	7%	100%	73
Courtesy	51%	36%	8%	5%	100%	78
Overall Impression	44%	39%	12%	5%	100%	74
Note: "don't know" responses have been removed.						

Additional Questions

Four additional questions were asked by the Town of Ocean City. The results for these questions are displayed below. Open-ended results can be found under a separate cover.

Policy Question #1	
The Ocean City Code allows buildings taller than 5 stories in certain areas in exchange for neighborhood protections such as shadow controls, greater setbacks from property lines, wider sidewalks and more landscaping. To what degree do you support or oppose this practice?	
Strongly support	18%
Somewhat support	28%
Somewhat oppose	20%
Strongly oppose	34%
Total	100%
Note: "don't know" responses have been removed.	

Policy Question #2	
Due to changes in public transportation and an interest in creating more pedestrian and bicycle-friendly transit some cities are adopting policies to reduce the amount of right-of-way dedicated to vehicle movement in favor of wider sidewalks, bike lanes and dedicated lanes for mass transit. To what degree do you support or oppose reducing the amount of street width dedicated for vehicles to provide additional space for alternative forms of mass transportation, bicycles and pedestrians?	
Strongly support	22%
Somewhat support	31%
Somewhat oppose	21%
Strongly oppose	26%
Total	100%
Note: "don't know" responses have been removed.	

Policy Question #3

To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?

Strongly support	48%
Somewhat support	37%
Somewhat oppose	10%
Strongly oppose	5%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #4

Please indicate the geographic area that best describes where you live:

North of 62nd Street or the Route 90 Bridge (uptown)	75%
South of 62nd Street or the Route 90 Bridge (downtown)	25%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Ocean City as a place to live?	24%	N=208	53%	N=466	18%	N=160	2%	N=14	4%	N=31	100%	N=879
How do you rate your neighborhood as a place to live?	34%	N=301	49%	N=426	12%	N=104	2%	N=14	3%	N=28	100%	N=873
How do you rate Ocean City as a place to raise children?	8%	N=69	24%	N=204	24%	N=206	8%	N=71	36%	N=316	100%	N=866
How do you rate Ocean City as a place to work?	6%	N=55	20%	N=172	24%	N=203	12%	N=101	38%	N=329	100%	N=860
How do you rate Ocean City as a place to retire?	23%	N=198	42%	N=368	21%	N=182	6%	N=52	8%	N=66	100%	N=866
How do you rate the overall quality of life in Ocean City?	18%	N=156	59%	N=512	20%	N=176	1%	N=11	2%	N=20	100%	N=875

Question 2: Please rate each of the following characteristics as they relate to Ocean City as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	12%	N=101	46%	N=384	26%	N=216	8%	N=65	9%	N=77	100%	N=843
Openness and acceptance of the community towards people of diverse backgrounds	10%	N=82	45%	N=386	25%	N=214	6%	N=48	15%	N=126	100%	N=856
Overall appearance of Ocean City	21%	N=183	58%	N=505	17%	N=152	3%	N=29	1%	N=6	100%	N=875
Opportunities to attend cultural activities	11%	N=98	38%	N=333	29%	N=256	12%	N=104	9%	N=78	100%	N=869
Shopping opportunities	15%	N=134	36%	N=313	31%	N=272	18%	N=156	0%	N=4	100%	N=879
Air quality	29%	N=251	56%	N=489	12%	N=104	1%	N=11	3%	N=22	100%	N=877
Recreational opportunities	34%	N=297	49%	N=431	12%	N=102	2%	N=20	3%	N=27	100%	N=877
Job opportunities	4%	N=31	16%	N=137	28%	N=243	15%	N=126	38%	N=326	100%	N=863
Access to affordable quality housing	2%	N=19	14%	N=122	30%	N=262	35%	N=309	18%	N=159	100%	N=871
Access to affordable quality health care	5%	N=46	26%	N=228	27%	N=234	14%	N=125	27%	N=233	100%	N=866
Access to affordable quality food	15%	N=135	44%	N=385	29%	N=255	9%	N=82	2%	N=14	100%	N=871
Ease of car travel in Ocean City	9%	N=79	33%	N=286	34%	N=296	24%	N=207	1%	N=7	100%	N=875
Ease of bus travel in Ocean City	24%	N=210	42%	N=362	18%	N=158	5%	N=41	11%	N=100	100%	N=871
Ease of bicycle travel in Ocean City	10%	N=91	36%	N=308	24%	N=204	11%	N=93	20%	N=171	100%	N=867

Question 2: Please rate each of the following characteristics as they relate to Ocean City as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of walking in Ocean City	24%	N=207	52%	N=457	18%	N=157	4%	N=39	2%	N=16	100%	N=876
Overall image/reputation of Ocean City	17%	N=148	57%	N=493	22%	N=191	3%	N=30	1%	N=7	100%	N=869
Overall quality of new development in Ocean City	9%	N=77	35%	N=312	28%	N=248	19%	N=169	8%	N=73	100%	N=879

Question 3: Please rate the speed of growth in the following categories in Ocean City over the past two years

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	0%	N=3	2%	N=19	27%	N=235	30%	N=265	25%	N=220	15%	N=127	100%	N=869
Retail growth (stores, restaurants etc.)	12%	N=106	28%	N=242	35%	N=305	11%	N=95	6%	N=52	8%	N=69	100%	N=869
Jobs growth	8%	N=69	22%	N=187	17%	N=147	1%	N=10	1%	N=5	51%	N=443	100%	N=861

Question 4: To what degree are the following problems in Ocean City											
	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	7%	N=63	37%	N=324	41%	N=357	4%	N=35	11%	N=98	100%	N=877
Drugs	4%	N=39	20%	N=171	34%	N=298	16%	N=144	25%	N=223	100%	N=875
Too much growth	6%	N=51	10%	N=89	26%	N=224	54%	N=466	5%	N=40	100%	N=870
Lack of growth	66%	N=553	14%	N=119	8%	N=65	1%	N=11	11%	N=88	100%	N=836
Graffiti	38%	N=334	39%	N=344	8%	N=74	2%	N=18	12%	N=102	100%	N=872
Noise	13%	N=116	35%	N=304	30%	N=265	19%	N=168	2%	N=21	100%	N=874
Run down buildings, weed lots, or junk vehicles	29%	N=251	42%	N=369	19%	N=165	4%	N=37	6%	N=50	100%	N=872
Taxes	7%	N=63	10%	N=89	27%	N=239	54%	N=471	2%	N=14	100%	N=876
Traffic congestion	2%	N=22	13%	N=117	36%	N=315	48%	N=423	0%	N=4	100%	N=881
Unsupervised youth	9%	N=79	29%	N=256	32%	N=279	15%	N=131	15%	N=128	100%	N=873
Homelessness	26%	N=225	31%	N=268	10%	N=89	2%	N=15	32%	N=277	100%	N=874
Unwanted local businesses	30%	N=267	32%	N=284	12%	N=101	6%	N=49	20%	N=177	100%	N=878

	Very safe		**Somewhat safe**		**Neither safe nor unsafe**		**Somewhat unsafe**		**Very unsafe**		**Don't know**		**Total**	
Question 5: Please rate how safe you feel from the following occurring to you in Ocean City														
Violent crime (e.g., rape, assault, robbery)	39%	N=345	40%	N=347	11%	N=99	6%	N=53	1%	N=10	3%	N=24	100%	N=878
Property crimes (e.g., burglary, theft)	22%	N=192	48%	N=416	15%	N=133	11%	N=95	2%	N=19	2%	N=20	100%	N=875
Fire	41%	N=361	39%	N=342	13%	N=113	3%	N=27	1%	N=8	3%	N=23	100%	N=874

Question 6: Please rate how safe you feel:														
	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	82%	N=714	16%	N=140	2%	N=17	0%	N=2	0%	N=1	0%	N=2	100%	N=876
In your neighborhood after dark	44%	N=386	44%	N=386	6%	N=49	5%	N=45	1%	N=5	0%	N=4	100%	N=875
In Ocean City's downtown area during the day	58%	N=506	29%	N=256	6%	N=56	2%	N=21	0%	N=3	3%	N=29	100%	N=871
In Ocean City's downtown area after dark	15%	N=132	41%	N=357	15%	N=132	17%	N=149	4%	N=35	7%	N=64	100%	N=869
In Ocean City's parks during the day	63%	N=548	22%	N=192	5%	N=41	1%	N=5	0%	N=3	9%	N=82	100%	N=871
In Ocean City's parks after dark	12%	N=107	32%	N=280	15%	N=132	13%	N=116	4%	N=32	23%	N=203	100%	N=870

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No		Yes		Don't know		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	92%	N=802	7%	N=63	0%	N=3	100%	N=868

Question 8: If yes, was this crime (these crimes) reported to the police?

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	28%	N=18	71%	N=46	2%	N=1	100%	N=65

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the Town of Ocean City?

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Ocean City public libraries or their services	55%	N=478	21%	N=182	14%	N=123	6%	N=52	3%	N=28	100%	N=863
Used Ocean City recreation centers	41%	N=356	28%	N=240	21%	N=182	6%	N=48	4%	N=33	100%	N=859
Participated in a recreation program or activity	56%	N=480	25%	N=217	14%	N=119	3%	N=24	2%	N=20	100%	N=860
Visited a Ocean City park	16%	N=135	34%	N=289	32%	N=276	12%	N=100	7%	N=62	100%	N=862
Ridden a local bus within Ocean City	32%	N=271	29%	N=250	28%	N=237	6%	N=48	6%	N=54	100%	N=860
Attended a meeting of local elected officials or other local public meeting	77%	N=673	16%	N=135	5%	N=43	1%	N=13	1%	N=5	100%	N=869
Watched a meeting of local elected officials or other local public meeting on cable television	48%	N=413	27%	N=236	16%	N=140	6%	N=56	3%	N=22	100%	N=867
Recycled used paper, cans or bottles from your home	37%	N=321	12%	N=107	15%	N=131	14%	N=117	21%	N=185	100%	N=861

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the Town of Ocean City?

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Volunteered your time to some group/activity in Ocean City	77%	N=660	11%	N=93	6%	N=55	3%	N=29	3%	N=25	100%	N=862
Read Town of Ocean City Newsletter	5%	N=40	19%	N=162	40%	N=347	15%	N=132	21%	N=178	100%	N=859
Used the Internet for anything	26%	N=225	6%	N=48	10%	N=85	10%	N=89	49%	N=421	100%	N=868
Used the Internet to conduct business with Ocean City	70%	N=610	10%	N=89	10%	N=86	4%	N=35	6%	N=51	100%	N=871

Question 10: How do you rate the quality of each of the following services in Ocean City?

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	34%	N=291	48%	N=413	10%	N=83	3%	N=25	6%	N=51	100%	N=863
Fire services	46%	N=397	38%	N=330	4%	N=31	0%	N=2	12%	N=105	100%	N=865
Ambulance/emergency medical services	41%	N=352	33%	N=286	4%	N=35	1%	N=5	21%	N=178	100%	N=856
Crime prevention	17%	N=142	46%	N=386	15%	N=125	3%	N=22	20%	N=172	100%	N=847
Fire prevention and education	20%	N=168	41%	N=341	10%	N=81	2%	N=20	27%	N=230	100%	N=840
Traffic enforcement	18%	N=156	45%	N=386	23%	N=200	8%	N=64	5%	N=46	100%	N=852
Garbage collection	46%	N=400	42%	N=360	6%	N=55	2%	N=15	4%	N=31	100%	N=861
Recycling	23%	N=193	30%	N=252	16%	N=135	9%	N=79	23%	N=192	100%	N=851
Yard waste pick-up	19%	N=159	26%	N=217	11%	N=93	2%	N=16	43%	N=362	100%	N=847
Street repair	22%	N=191	48%	N=409	20%	N=175	5%	N=41	5%	N=41	100%	N=857
Street cleaning	32%	N=271	50%	N=433	12%	N=103	3%	N=25	3%	N=26	100%	N=858
Street lighting	30%	N=260	54%	N=468	13%	N=113	1%	N=11	1%	N=9	100%	N=861
Sidewalk maintenance	24%	N=203	52%	N=441	18%	N=151	4%	N=32	3%	N=26	100%	N=853
Traffic signal timing	15%	N=129	46%	N=395	26%	N=224	12%	N=105	0%	N=4	100%	N=857
Amount of public parking	7%	N=56	28%	N=241	36%	N=310	26%	N=220	3%	N=27	100%	N=854
Bus/transit services	33%	N=284	43%	N=364	13%	N=109	3%	N=24	8%	N=69	100%	N=850
Storm drainage	8%	N=65	29%	N=250	33%	N=280	25%	N=212	6%	N=50	100%	N=857
Drinking water	19%	N=162	46%	N=396	24%	N=208	10%	N=85	1%	N=10	100%	N=861
Sewer services	18%	N=154	52%	N=444	19%	N=161	2%	N=16	9%	N=76	100%	N=851
Town parks	40%	N=338	43%	N=371	7%	N=62	1%	N=5	9%	N=77	100%	N=853
Recreation programs or classes	18%	N=152	31%	N=262	9%	N=73	1%	N=7	42%	N=360	100%	N=854
Range/variety of recreation programs and classes	15%	N=131	30%	N=254	12%	N=102	1%	N=9	42%	N=355	100%	N=851
Recreation centers/facilities	20%	N=166	40%	N=336	12%	N=103	1%	N=8	28%	N=233	100%	N=846
Accessibility of parks	31%	N=267	48%	N=407	11%	N=97	1%	N=6	9%	N=76	100%	N=853
Accessibility of recreation centers/facilities	26%	N=223	41%	N=354	11%	N=98	1%	N=10	20%	N=170	100%	N=855
Appearance/maintenance of parks	35%	N=302	49%	N=418	7%	N=59	1%	N=6	8%	N=68	100%	N=853

Question 10: How do you rate the quality of each of the following services in Ocean City?

	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of recreation centers/facilities	27%	N=224	40%	N=337	9%	N=78	2%	N=14	22%	N=184	100%	N=837
Land use, planning and zoning	4%	N=32	17%	N=145	30%	N=253	30%	N=253	19%	N=160	100%	N=843
Code enforcement (weeds, abandoned buildings, etc)	8%	N=71	34%	N=288	27%	N=226	9%	N=80	21%	N=182	100%	N=847
Animal control	13%	N=115	44%	N=377	16%	N=138	6%	N=48	21%	N=179	100%	N=857
Economic development	4%	N=37	32%	N=274	28%	N=235	14%	N=117	22%	N=187	100%	N=850
Health services	8%	N=64	36%	N=308	23%	N=199	6%	N=55	26%	N=225	100%	N=851
Services to seniors	8%	N=67	29%	N=246	16%	N=135	4%	N=36	44%	N=374	100%	N=858
Services to youth	6%	N=51	23%	N=195	16%	N=140	3%	N=22	52%	N=449	100%	N=857
Services to low-income people	3%	N=26	9%	N=80	12%	N=104	8%	N=68	67%	N=572	100%	N=850
Public library services	14%	N=123	35%	N=300	11%	N=95	2%	N=18	37%	N=315	100%	N=851
Variety of library materials	10%	N=88	30%	N=252	14%	N=117	2%	N=18	44%	N=375	100%	N=850
Public information services	12%	N=105	41%	N=347	20%	N=171	2%	N=20	24%	N=203	100%	N=846
District courts	5%	N=41	20%	N=169	9%	N=77	2%	N=14	65%	N=549	100%	N=850
Public schools	7%	N=58	16%	N=133	6%	N=54	1%	N=6	70%	N=598	100%	N=849
Cable television	11%	N=94	40%	N=343	30%	N=260	15%	N=128	5%	N=40	100%	N=865

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Ocean City	18%	N=160	58%	N=500	15%	N=132	3%	N=23	6%	N=50	100%	N=865
The Federal Government	5%	N=40	32%	N=276	25%	N=217	8%	N=70	30%	N=256	100%	N=859
The State Government	5%	N=40	34%	N=290	28%	N=238	8%	N=70	26%	N=220	100%	N=858
Worcester County Government	7%	N=63	40%	N=343	23%	N=196	7%	N=57	24%	N=203	100%	N=862

Question 12: Have you had any in-person or phone contact with an employee of the Town of Ocean City within the last 12 months?

	No		Yes		Total	
Have you had any in-person or phone contact with an employee of the Town of Ocean City within the last 12 months?	47%	N=394	53%	N=452	100%	N=846

Question 13: What was your impression of the employees of the Town of Ocean City in your most recent contact?

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	40%	N=189	45%	N=211	10%	N=47	3%	N=16	2%	N=8	100%	N=471
Responsiveness	43%	N=203	38%	N=178	10%	N=49	7%	N=33	1%	N=7	100%	N=470
Courtesy	50%	N=235	36%	N=167	8%	N=38	5%	N=23	1%	N=6	100%	N=469
Overall Impression	43%	N=203	38%	N=179	12%	N=57	5%	N=25	1%	N=5	100%	N=469

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
I receive good value for the Town of Ocean City taxes I pay	12%	N=102	35%	N=310	17%	N=154	21%	N=181	14%	N=124	1%	N=10	100%	N=881
I am pleased with the overall direction that the Town of Ocean City is taking	8%	N=69	28%	N=242	16%	N=142	28%	N=242	17%	N=153	3%	N=27	100%	N=875
The Town of Ocean City government welcomes citizen involvement	11%	N=92	26%	N=230	20%	N=176	10%	N=89	7%	N=60	26%	N=223	100%	N=870
The Town of Ocean City government listens to citizens	6%	N=53	22%	N=189	20%	N=174	16%	N=138	11%	N=96	26%	N=225	100%	N=875

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	2% N=18	10% N=88	49% N=428	33% N=285	6% N=55	100% N=874

Question 16a: Policy Question 1											
	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total
The Ocean City Code allows buildings taller than 5 stories in certain areas in exchange for neighborhood protections such as shadow controls, greater setbacks from property lines, wider sidewalks and more landscaping. To what degree do you support or oppose this practice?	16%	N=144	26%	N=227	18%	N=158	31%	N=271	9%	N=78	100% N=878

	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Question 16b: Policy Question 2													
Due to changes in public transportation and an interest in creating more pedestrian and bicycle-friendly transit some cities are adopting policies to reduce the amount of right-of-way dedicated to vehicle movement in favor of wider sidewalks, bike lanes and dedicated lanes for mass transit. To what degree do you support or oppose reducing the amount of street width dedicated for vehicles to provide additional space for alternative forms of mass transportation, bicycles and pedestrians?	21%	N=181	29%	N=254	19%	N=171	24%	N=213	7%	N=58	100%	N=877

Question 16c: Policy Question 3											
	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total
To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?	46%	N=406	35%	N=308	10%	N=85	5%	N=44	5%	N=40	100% N=883

Question 16d: Policy Question 4				
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)		Total
Please indicate the geographic area that best describes where you live:	75%　　N=664	25%　　N=222		100%　N=886

Question 17: Do you live within the Town limits of the Town of Ocean City?				
		No	Yes	Total
Do you live within the limits of the Town of Ocean City?		23%　N=195	77%　N=659	100%　N=854

Question 18: Employment Status				
		No	Yes	Total
Are you currently employed?		52%　N=446	48%　N=416	100%　N=862

Question 18a: Usual Mode of Transportation to Work

	What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	
Motorized vehicle	85%	N=353
Bus, Rail, Subway, or other public transportation	4%	N=17
Walk	2%	N=9
Work at home	5%	N=21
Other	3%	N=14
Total	100%	N=414

Question 18b: Drive Alone or Carpool

	No		Yes		Total	
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	89%	N=303	11%	N=37	100%	N=340

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	77%	N=320
Motorized vehicle, with others (MOV)	8%	N=33
Bus, rail, subway, or other public transportation	4%	N=17
Walk	2%	N=9
Work at home	5%	N=21
Other	3%	N=14
Total	100%	N=414

Question 19: Length of Residency

	How many years have you lived in Ocean City?	
Less than 2 years	9%	N=70
2 to 5 years	18%	N=150
6 to 10 years	23%	N=189
11 to 20 years	23%	N=188
More than 20 years	26%	N=214
Total	100%	N=811

Question 20: Type of Housing Unit

	Which best describes the building you live in?	
One family house detached from any other houses	21%	N=180
One family house attached to one or more houses	13%	N=116
Building with two or more apartments or condominiums	61%	N=523
Mobile home	4%	N=38
Other	1%	N=6
Total	100%	N=863

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?		Owned by you or someone in this house		Total	
Is this house, apartment, or mobile home...	7%	N=55	93%	N=783	100%	N=838

Questions 22 to 25: Household Characteristics

	No		Yes		Total	
Do any children age 12 or under live in your household?	90%	N=777	10%	N=89	100%	N=866
Do any teenagers ages 13 through 17 live in your household?	91%	N=784	9%	N=81	100%	N=865
Are you or any other members of your household aged 65 or older?	56%	N=485	44%	N=386	100%	N=871
Does any member of your household have a physical handicap or is anyone disabled?	84%	N=726	16%	N=139	100%	N=865

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Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	2%	N=21
High school diploma	15%	N=134
Some college, no degree	22%	N=193
Associate's degree (e.g. AA, AS)	8%	N=69
Bachelor's degree (e.g. BA, AB, BS)	26%	N=224
Graduate degree or professional degree	26%	N=230
Total	100%	N=871

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than $24,999	6%	N=45
$25,000 to $49,999	17%	N=136
$50,000 to $99,999	36%	N=282
$100,000 or more	41%	N=328
Total	100%	N=791

Question 28: Ethnicity

	No		Yes		Total	
Are you Spanish/Hispanic/Latino?	99%	N=853	1%	N=10	100%	N=863

Question 29: Race

What is your race?	Percent of Respondents	Count
American Indian or Alaskan native	1%	N=5
Asian or Pacific Islander	1%	N=8
Black, African American	1%	N=9
White/Caucasian	97%	N=833
Other	1%	N=9

Total may exceed 100% as respondents could select more than one category.

Question 30: Age

In which category is your age?

18 to 24 years	0%	N=2
25 to 34 years	3%	N=26
35 to 44 years	7%	N=57
45 to 54 years	17%	N=149
55 to 64 years	33%	N=290
65 to 74 years	24%	N=213
75 years or older	15%	N=134
Total	100%	N=871

Question 31: Gender

	Female		Male		Total	
What is your gender?	44%	N=383	56%	N=480	100%	N=863

Questions 32 to 34: Voter Status and Activity

	No		Yes		Don't know		Total	
Are you registered to vote in your jurisdiction?	23%	N=203	75%	N=646	2%	N=15	100%	N=864
Did you vote in the last election?	22%	N=189	77%	N=661	1%	N=8	100%	N=858
Are you likely to vote in the next election?	13%	N=115	81%	N=693	6%	N=51	100%	N=859

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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.

Sampling

Two separate lists were used to create a selection of 3,000 households to participate in the survey (1,500 unique households were selected for each list). The first list used a stratified systematic sampling method.[3] An individual within each household was selected using the birthday method.[4] The second was a list compiled by Ocean City that included all homeowners in Ocean City regardless of whether they reside in the Town. Addresses were selected from this list.

Survey Administration

Selected households received three mailings, one week apart, beginning September 19, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

When the two lists ("residents" and "homeowners") were combined there were 2,298 eligible households, 893 completed the survey providing a response rate of 39%. Approximately 702 addresses sampled were "vacant" or "not found.[5]" In general, the response rates obtained on citizen surveys range from 25% to 40%. The first sample of households was selected

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[3] Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.
[4] The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.
[5] "Eligible" households refer to addresses that belong to residences that are not vacant within the Town of Ocean City.

systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Ocean City used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

The second list created from an Ocean City database of homeowners was also selected systematically and impartially. Selected homeowners were requested to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Ocean City adults. This difference is also called a "margin of error.[6]" This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

Typically, demographic characteristics of the sample are compared to those of the surveying jurisdiction. In the case of the Town of Ocean City, there was not an appropriate population norm to which to weight.

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[6] The margin of error was calculated using the following formula: $1.96 * \sqrt{0.25/400}$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to both lists of randomly selected households within the Town of Ocean City. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.

TOWN OF
OCEAN CITY
The White Marlin Capital of the World
POST OFFICE BOX 158
OCEAN CITY, MARYLAND 21843-0158

Dear Ocean City Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Ocean City. 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!
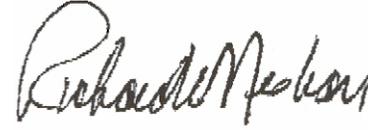
Sincerely,

Richard W. Meehan
Mayor

TOWN OF
OCEAN CITY
The White Marlin Capital of the World

MAYOR & CITY COUNCIL
P.O. BOX 158
OCEAN CITY,
MARYLAND 21843-0158

www.town.ocean-city.md.us

MAYOR
RICHARD W. MEEHAN

CITY COUNCIL MEMBERS
JOSEPH M. MITRECIC
President
NANCY L. HOWARD
Secretary

JAMES S. HALL
JAMES W. HANCOCK, III
MARY P. KNIGHT
LLOYD MARTIN
MARGARET PILLAS

DENNIS W. DARE
City Manager

CAROL L. JACOBS
City Clerk

September 2007

Dear Ocean City Resident:

The Town of Ocean City wants to know what you think about our community and municipal government. You have been randomly selected to participate in Ocean City's 2007 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. 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 Ocean City 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) 289-8967.

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

Sincerely,

Richard W. Meehan
Mayor

Ocean City, MD
★ ★ ★ ★ ★
All-America City

2001

TOWN OF OCEAN CITY

The White Marlin Capital of the World

MAYOR & CITY COUNCIL
P.O. BOX 158
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JAMES W. HANCOCK, III
MARY P. KNIGHT
LLOYD MARTIN
MARGARET PILLAS

DENNIS W. DARE
City Manager

CAROL L. JACOBS
City Clerk

October 2007

Dear Ocean City 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 discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Ocean City wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Ocean City's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help Ocean City's 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 Ocean City 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) 289-8967.

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

Sincerely,

Richard W. Meehan
Mayor

Ocean City, MD
★★★★★
All-America City

2001

The Town of Ocean City 2007 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	Excellent	Good	Fair	Poor	Don't know
How do you rate Ocean City as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Ocean City as a place to raise children?	1	2	3	4	5
How do you rate Ocean City as a place to work?	1	2	3	4	5
How do you rate Ocean City as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Ocean City?	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Ocean City	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Access to affordable quality food	1	2	3	4	5
Ease of car travel in Ocean City	1	2	3	4	5
Ease of bus travel in Ocean City	1	2	3	4	5
Ease of bicycle travel in Ocean City	1	2	3	4	5
Ease of walking in Ocean City	1	2	3	4	5
Overall image/reputation of Ocean City	1	2	3	4	5
Overall quality of new development in Ocean City	1	2	3	4	5

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

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
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 the following problems in Ocean City:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Unwanted local businesses	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Ocean City:

	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
Fire	1	2	3	4	5	6

6. Please rate how safe 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 Ocean City's downtown area during the day	1	2	3	4	5	6
In Ocean City's downtown area after dark	1	2	3	4	5	6
In Ocean City's parks during the day	1	2	3	4	5	6
In Ocean City's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
❍ No ➜ Go to question #9   ❍ Yes ➜ Go to question #8   ❍ Don't know

   8. If yes, was this crime (these crimes) reported to the police?
   ❍ No   ❍ Yes   ❍ Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Ocean City public libraries or their services	1	2	3	4	5
Used Ocean City recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or Town park	1	2	3	4	5
Ridden a local bus within Ocean City	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 local public meeting on cable television	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/activity in Ocean City	1	2	3	4	5
Read Ocean City Newsletter	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Ocean City	1	2	3	4	5

10. How do you rate the quality of each of the following services in Ocean City?

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/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
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	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
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services	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
Town parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks	1	2	3	4	5
Appearance of recreation centers/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
Animal control	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 library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services	1	2	3	4	5
District courts	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
The Town of Ocean City	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Worcester County Government	1	2	3	4	5

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

❍ No ➔ Go to question #14   ❍ Yes ➔ Go to question #13

13. What was your impression of employees of the Town of Ocean City in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the Town of Ocean City taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the Town of Ocean City is taking	1	2	3	4	5	6
The Town of Ocean City government welcomes citizen involvement	1	2	3	4	5	6
The Town of Ocean City government listens to citizens .	1	2	3	4	5	6

15. 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

16. Please check the response that comes closest to your opinion for each of the following questions:

a. The Ocean City Code allows buildings taller than 5 stories in certain areas in exchange for neighborhood protections such as shadow controls, greater setbacks from property lines, wider sidewalks and more landscaping. To what degree do you support or oppose this practice?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

b. Due to changes in public transportation and an interest in creating more pedestrian and bicycle-friendly transit some cities are adopting polices to reduce the amount of right-of-way dedicated to vehicle movement in favor of wider sidewalks, bike lanes and dedicated lanes for mass transit. To what degree do you support or oppose reducing the amount of street width dedicated for vehicles to provide additional space for alternative forms of mass transportation, bicycles and pedestrians?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

c. To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

d. Please indicate the geographic area that best describes where you live:
❍ North of 62nd Street or the Route 90 Bridge (uptown)
❍ South of 62nd Street or the Route 90 Bridge (downtown)

e. What do you think is the single biggest issue facing Ocean City over the next several years?

_____

_____

_____

_____

_____

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.

17. Do you live within the Town limits of the Town of Ocean City?
- ❍ No
- ❍ Yes

18. Are you currently employed?
- ❍ No ➜ Go to question #19
- ❍ Yes ➜ Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?
- ❍ Motorized vehicle (e.g. car, truck, van, motorcycle etc…)
- ❍ Bus, Rail, Subway, or other public transportation
- ❍ Walk
- ❍ Work at home
- ❍ Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?
- ❍ No
- ❍ Yes

19. How many years have you lived in Ocean City?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 years

20. 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

21. 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?

22. Do any children 12 or under live in your household?
- ❍ No
- ❍ Yes

23. Do any teenagers aged between 13 and 17 live in your household?
- ❍ No
- ❍ Yes

24. Are you or any other members of your household aged 65 or older?
- ❍ No
- ❍ Yes

25. Does any member of your household have a physical handicap or is anyone disabled?
- ❍ No
- ❍ Yes

26. What is the highest degree or level of school you have completed? (mark one box)
- ❍ 12th Grade or less, no diploma
- ❍ High school diploma
- ❍ Some college, no degree
- ❍ Associate's degree (e.g. AA, AS)
- ❍ Bachelor's degree (e.g. BA, AB, BS)
- ❍ Graduate degree or professional degree

27. 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 or more

28. Are you Spanish/Hispanic/Latino?
- ❍ No
- ❍ Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)
- ❍ American Indian or Alaskan native
- ❍ Asian or Pacific Islander
- ❍ Black, African American
- ❍ White/Caucasian
- ❍ Other

30. In which category is your age?
- ❍ 18-24 years
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

31. What is your sex?
- ❍ Female   ❍ Male

32. Are you registered to vote in your jurisdiction?
- ❍ No   ❍ Yes   ❍ Don't know

33. Did you vote in the last election?
- ❍ No   ❍ Yes   ❍ Don't know

34. Are you likely to vote in the next election?
- ❍ No   ❍ Yes   ❍ Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301

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The National Citizen Survey™

Dear Ocean City Homeowner,

You have been selected at random from the Town of Ocean City homeowners to participate in an anonymous citizen survey about the Town of Ocean City. 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!
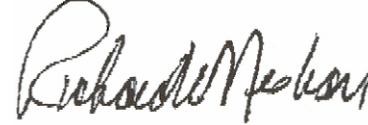
Sincerely,

Richard W. Meehan
Mayor

TOWN OF OCEAN CITY

The White Marlin Capital of the World

MAYOR & CITY COUNCIL
P.O. BOX 158
OCEAN CITY,
MARYLAND 21843-0158

www.town.ocean-city.md.us

MAYOR
RICHARD W. MEEHAN

CITY COUNCIL MEMBERS
JOSEPH M. MITRECIC
President
NANCY L. HOWARD
Secretary

JAMES S. HALL
JAMES W. HANCOCK, III
MARY P. KNIGHT
LLOYD MARTIN
MARGARET PILLAS

DENNIS W. DARE
City Manager
CAROL L. JACOBS
City Clerk

September 2007

Dear Ocean City Homeowner:

The Town of Ocean City wants to know what you think about our community and municipal government. You have been randomly selected from among the Town of Ocean City's homeowners to participate in Ocean City's 2007 Citizen Survey.

Please 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) 289-8967.

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

Sincerely,

Richard W. Meehan
Mayor

Ocean City, MD
★ ★ ★ ★ ★
All-America City

2001

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MARGARET PILLAS

DENNIS W. DARE
City Manager
CAROL L. JACOBS
City Clerk

October 2007

Dear Ocean City Homeowner:

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 discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Ocean City wants to know what you think about our community and municipal government. You have been randomly selected from among Ocean City's homeowners to participate in the Town of Ocean City's Citizen Survey.

Please 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) 289-8967.

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

Sincerely,

Richard W. Meehan
Mayor

Ocean City, MD
★★★★★
All-America City

2001

The Town of Ocean City 2007 Citizen Survey

Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. **Please circle the number that comes closest to your opinion for each of the following questions:**

	Excellent	Good	Fair	Poor	Don't know
How do you rate Ocean City as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Ocean City as a place to raise children?	1	2	3	4	5
How do you rate Ocean City as a place to work?	1	2	3	4	5
How do you rate Ocean City as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Ocean City?	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Ocean City	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Access to affordable quality food	1	2	3	4	5
Ease of car travel in Ocean City	1	2	3	4	5
Ease of bus travel in Ocean City	1	2	3	4	5
Ease of bicycle travel in Ocean City	1	2	3	4	5
Ease of walking in Ocean City	1	2	3	4	5
Overall image/reputation of Ocean City	1	2	3	4	5
Overall quality of new development in Ocean City	1	2	3	4	5

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

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
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 the following problems in Ocean City:**

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Unwanted local businesses	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Ocean City:

	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
Fire	1	2	3	4	5	6

6. Please rate how safe 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 Ocean City's downtown area during the day	1	2	3	4	5	6
In Ocean City's downtown area after dark......................	1	2	3	4	5	6
In Ocean City's parks during the day.............................	1	2	3	4	5	6
In Ocean City's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
❍ No ➔ Go to question #9   ❍ Yes ➔ Go to question #8   ❍ Don't know

8. If yes, was this crime (these crimes) reported to the police?
❍ No   ❍ Yes   ❍ Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Ocean City public libraries or their services.................................1		2	3	4	5
Used Ocean City recreation centers...1		2	3	4	5
Participated in a recreation program or activity 1		2	3	4	5
Visited a neighborhood or Town park...1		2	3	4	5
Ridden a local bus within Ocean City..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 local public meeting on cable television..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/activity in Ocean City.................1		2	3	4	5
Read Ocean City Newsletter 1		2	3	4	5
Used the Internet for anything 1		2	3	4	5
Used the Internet to conduct business with Ocean City........................1		2	3	4	5

10. How do you rate the quality of each of the following services in Ocean City?

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/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
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	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
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services	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
Town parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks	1	2	3	4	5
Appearance of recreation centers/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
Animal control	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 library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services	1	2	3	4	5
District courts	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
The Town of Ocean City	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Worcester County Government	1	2	3	4	5

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

❍ No ➔ Go to question #14   ❍ Yes ➔ Go to question #13

13. What was your impression of employees of the Town of Ocean City in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the Town of Ocean City taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the Town of Ocean City is taking	1	2	3	4	5	6
The Town of Ocean City government welcomes citizen involvement	1	2	3	4	5	6
The Town of Ocean City government listens to citizens .	1	2	3	4	5	6

15. 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

16. Please check the response that comes closest to your opinion for each of the following questions:

a. The Ocean City Code allows buildings taller than 5 stories in certain areas in exchange for neighborhood protections such as shadow controls, greater setbacks from property lines, wider sidewalks and more landscaping. To what degree do you support or oppose this practice?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

b. Due to changes in public transportation and an interest in creating more pedestrian and bicycle-friendly transit some cities are adopting polices to reduce the amount of right-of-way dedicated to vehicle movement in favor of wider sidewalks, bike lanes and dedicated lanes for mass transit. To what degree do you support or oppose reducing the amount of street width dedicated for vehicles to provide additional space for alternative forms of mass transportation, bicycles and pedestrians?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

c. To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?
❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose
❍ Don't know

d. Is the property that you own in Ocean City…
❍ North of 62nd Street or the Route 90 Bridge (uptown)
❍ South of 62nd Street or the Route 90 Bridge (downtown)

e. What do you think is the single biggest issue facing Ocean City over the next several years?

_____

_____

_____

_____

_____

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.

17. Do you live within the Town limits of the Town of Ocean City?
- ❍ No
- ❍ Yes

18. Are you currently employed?
- ❍ No ➜ Go to question #19
- ❍ Yes ➜ Go to question #18a

   18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?
- ❍ Motorized vehicle (e.g. car, truck, van, motorcycle etc…)
- ❍ Bus, Rail, Subway, or other public transportation
- ❍ Walk
- ❍ Work at home
- ❍ Other

   18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?
- ❍ No
- ❍ Yes

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- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
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21. Is this house, apartment, or mobile home...
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- ❍ White/Caucasian
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- ❍ 18-24 years
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

31. What is your sex?
- ❍ Female ❍ Male

32. Are you registered to vote in your jurisdiction?
- ❍ No ❍ Yes ❍ Don't know

33. Did you vote in the last election?
- ❍ No ❍ Yes ❍ Don't know

34. Are you likely to vote in the next election?
- ❍ No ❍ Yes ❍ Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
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