



# CITY OF ANN ARBOR, MI 2008



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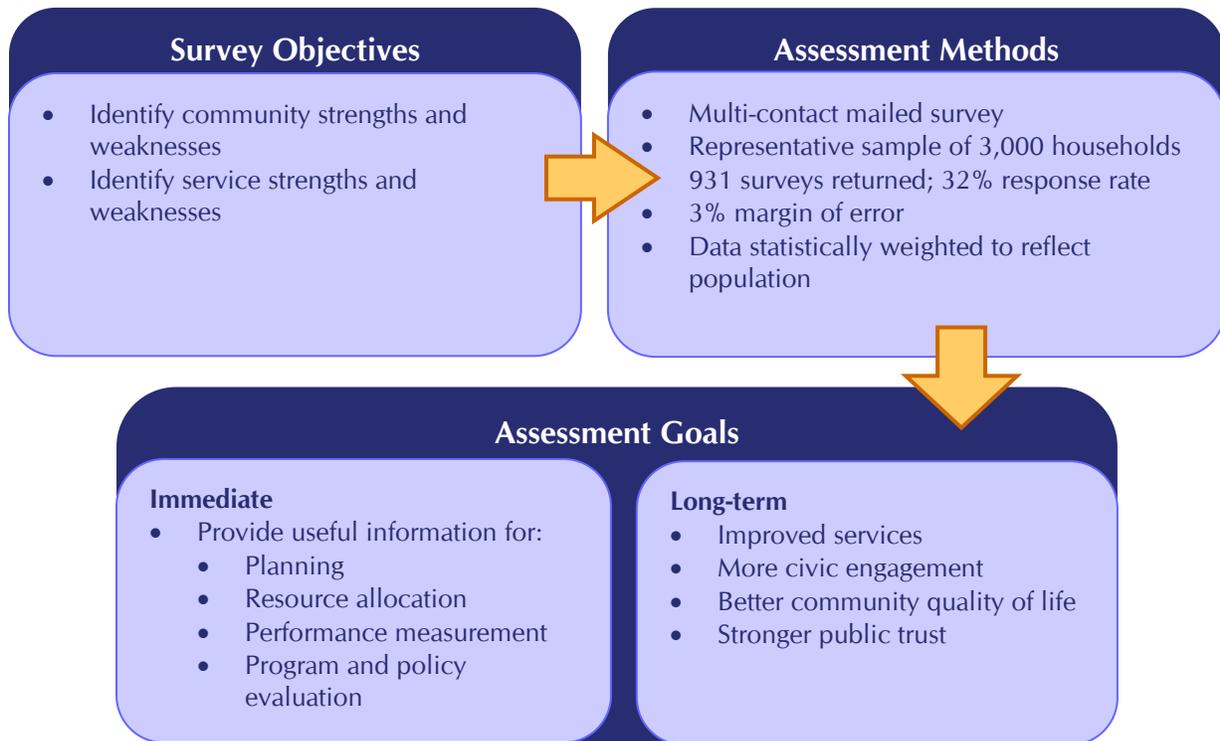
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# SURVEY BACKGROUND

## ABOUT THE NATIONAL CITIZEN SURVEY™

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 931 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Ann Arbor was developed in close cooperation with local jurisdiction staff. Ann Arbor staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Ann Arbor staff also augmented The National Citizen Survey™ basic service through a variety of options including an open-ended question, expanded mailing, and several policy questions.

## UNDERSTANDING THE RESULTS

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

### Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Ann Arbor survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (931 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

### Comparing Survey Results

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

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than four percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Ann Arbor chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Ann Arbor Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, the City of Ann Arbor results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the City of Ann Arbor's rating to the benchmark.

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

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

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

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

## EXECUTIVE SUMMARY

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

Most residents experience a good quality of life in the City of Ann Arbor and believe the City is a good place to live. The overall quality of life in the City of Ann Arbor was rated as “excellent” or “good” by 92% of respondents. A majority report they plan on staying in the City of Ann Arbor for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were educational opportunities, opportunities to attend cultural activities, the overall image/reputation of Ann Arbor, and opportunities to volunteer. The four characteristics receiving the least positive ratings were the availability of affordable quality housing, amount of public parking, traffic flow on major streets, and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, 25 were above the benchmark comparison, two were similar to the benchmark comparison and one was below.

Residents in the City of Ann Arbor were civically engaged. While only 20% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 94% had provided help to a friend or neighbor. More than half had volunteered their time to some group or activity in the City of Ann Arbor, which was higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Ann Arbor as “good” or “excellent.” This was similar to the benchmark. Those residents who had interacted with an employee of the City of Ann Arbor in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, 29 were above the benchmark comparison, seven were similar to the benchmark comparison and two were below.

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

- Police services
- Preservation of natural areas
- Street cleaning
- Economic development
- Traffic signal timing
- Drinking water

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: police services, economic development and traffic signal timing. For preservation of natural areas, street cleaning, and drinking water services, the City of Ann Arbor is above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

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

Most of the City of Ann Arbor’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, a majority reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

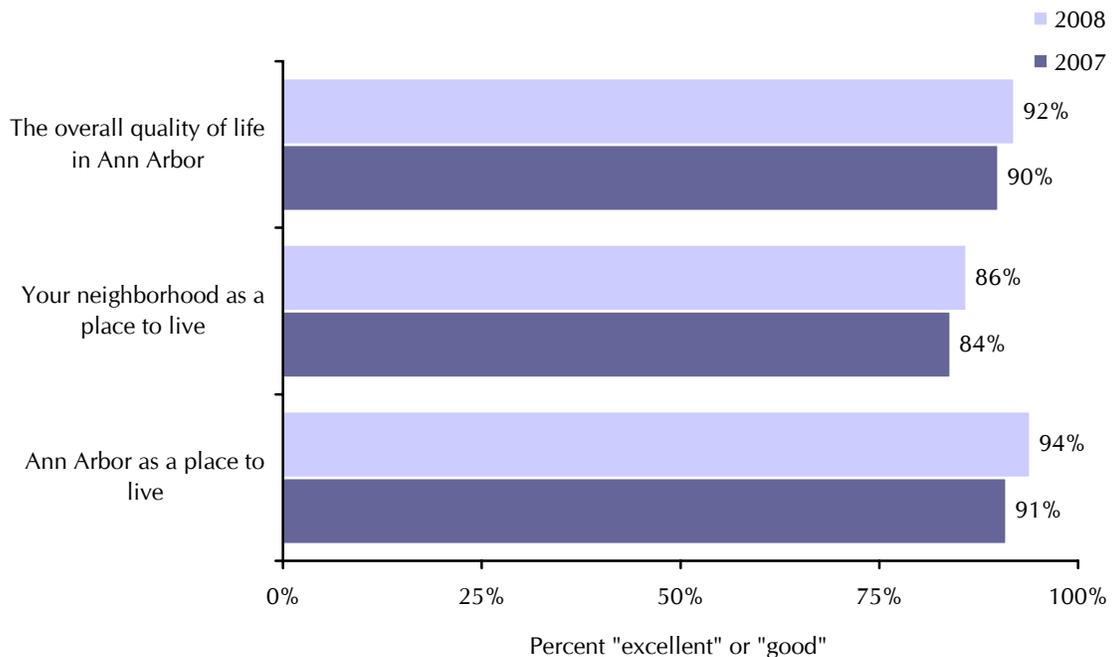


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

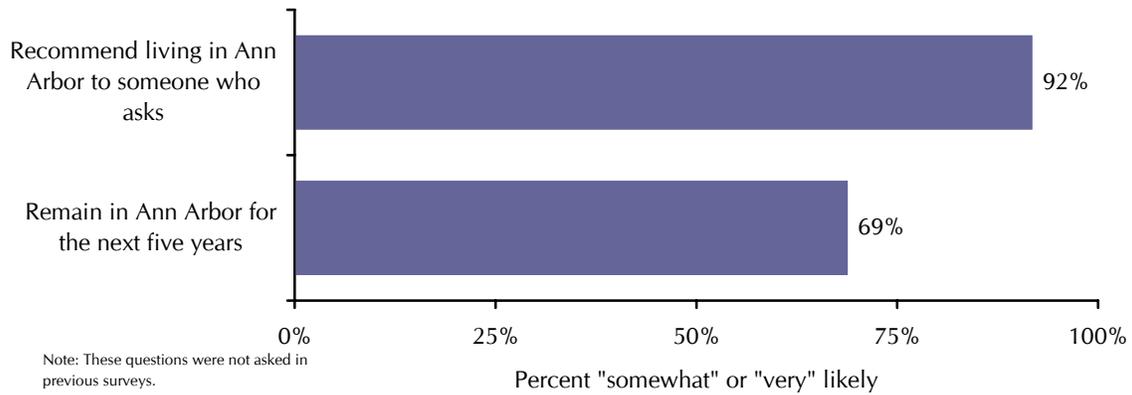


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Ann Arbor	Above
Your neighborhood as place to live	Above
Ann Arbor as a place to live	Above
Remain in Ann Arbor for the next five years	Below
Recommend living in Ann Arbor to someone who asks	Above

Overall community quality was compared to survey data from previous years. Trends from 2007 to 2008 were generally stable.

## COMMUNITY DESIGN

### Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking in Ann Arbor was given the most positive rating, followed by availability of paths and walking trails. These ratings tended to be higher than the benchmark and varied when compared to years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

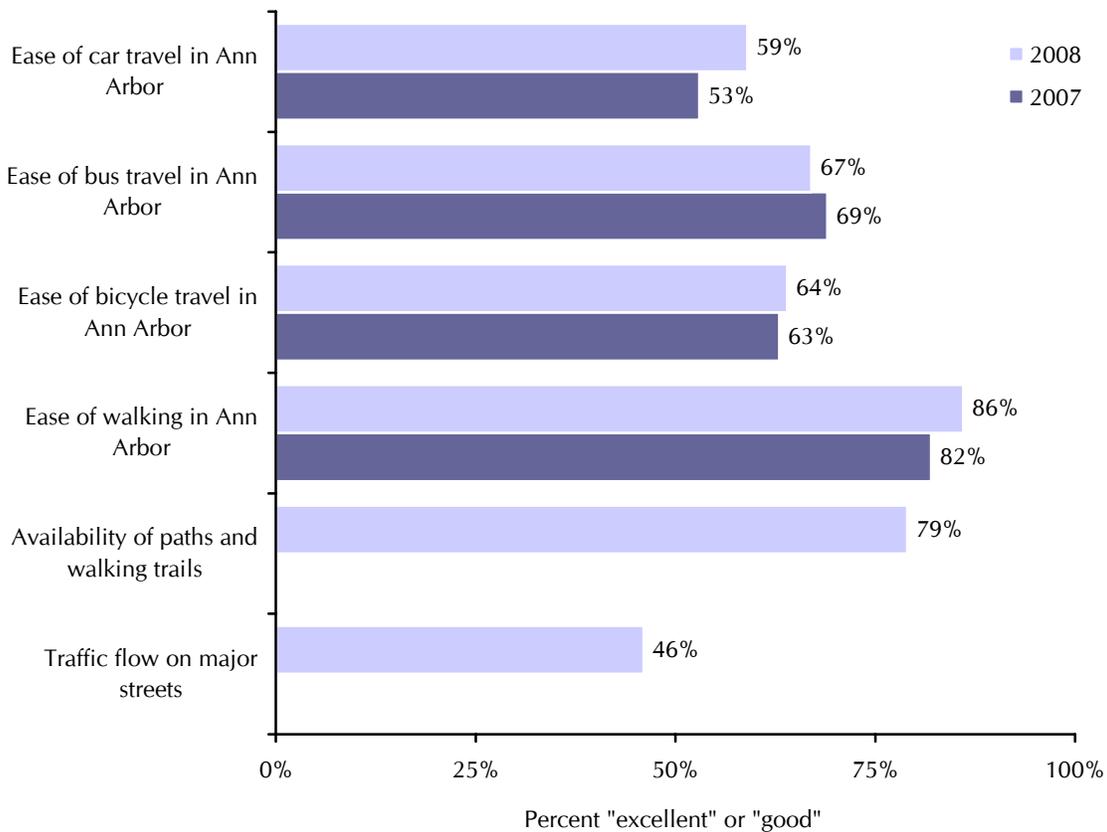


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bus travel in Ann Arbor	Above
Ease of car travel in Ann Arbor	Above
Ease of walking in Ann Arbor	Above
Ease of bicycle travel in Ann Arbor	Above
Availability of paths and walking trails	Above
Traffic flow on major streets	Above

Eight transportation services were rated in Ann Arbor. As compared to most communities across America, ratings tended to be a mix of positive and negative. Two were above the benchmark, three were below the benchmark and two were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

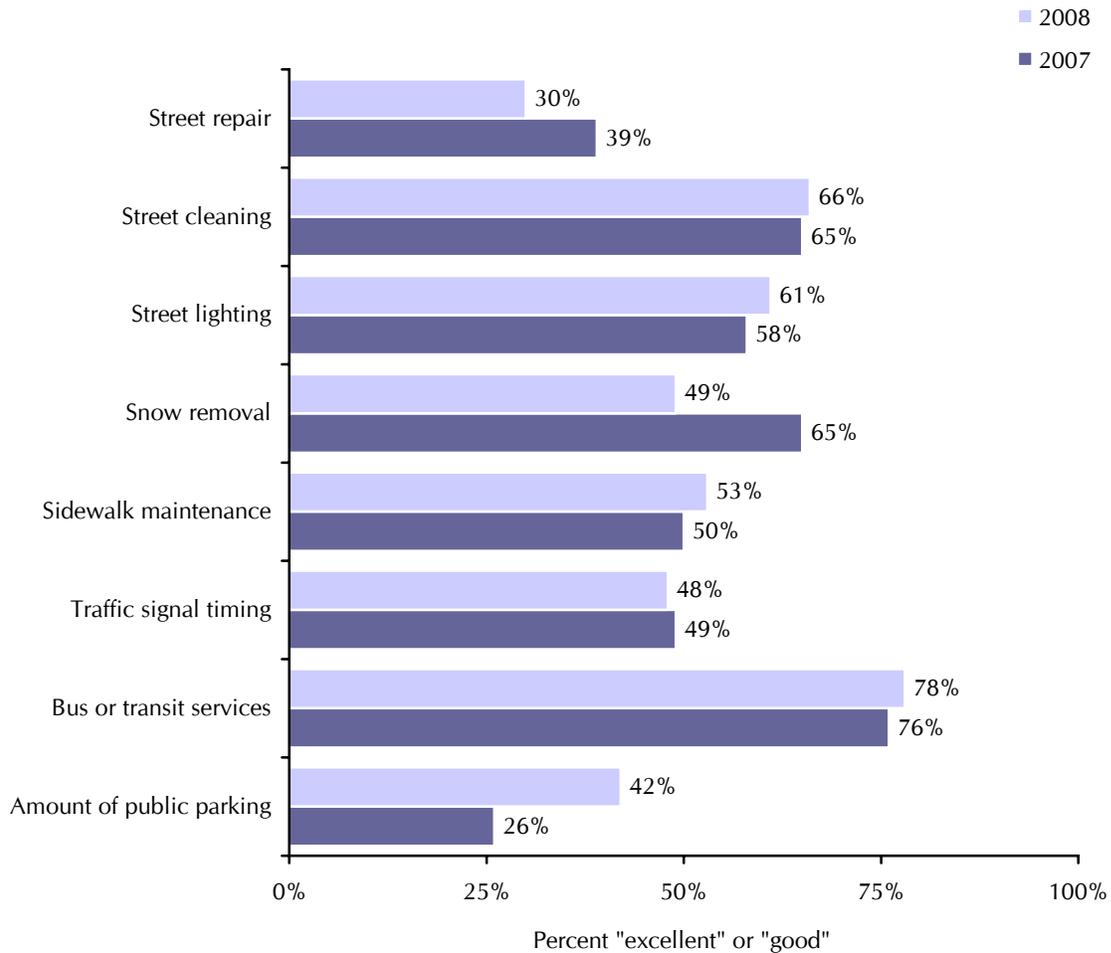


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Below
Street cleaning	Above
Street lighting	Similar
Snow removal	Below
Sidewalk maintenance	Similar
Light timing	Similar
Bus or transit services	Above
Amount of public parking	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 14% of work commute trips were made by transit, 5% by bicycle and 15% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

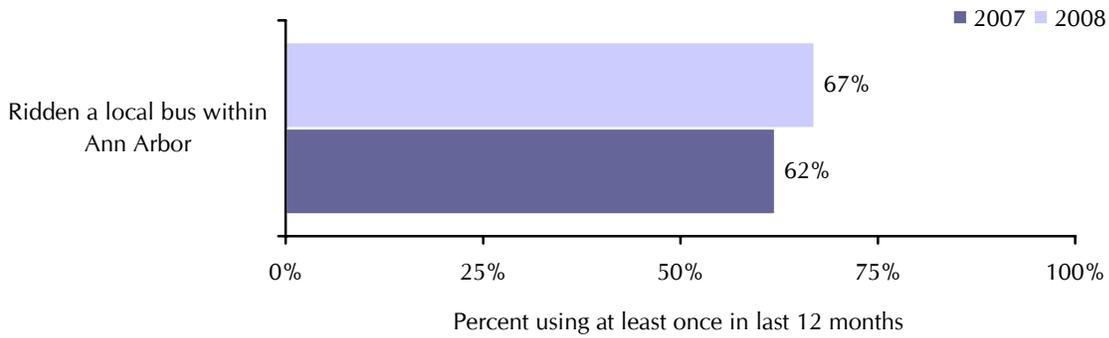
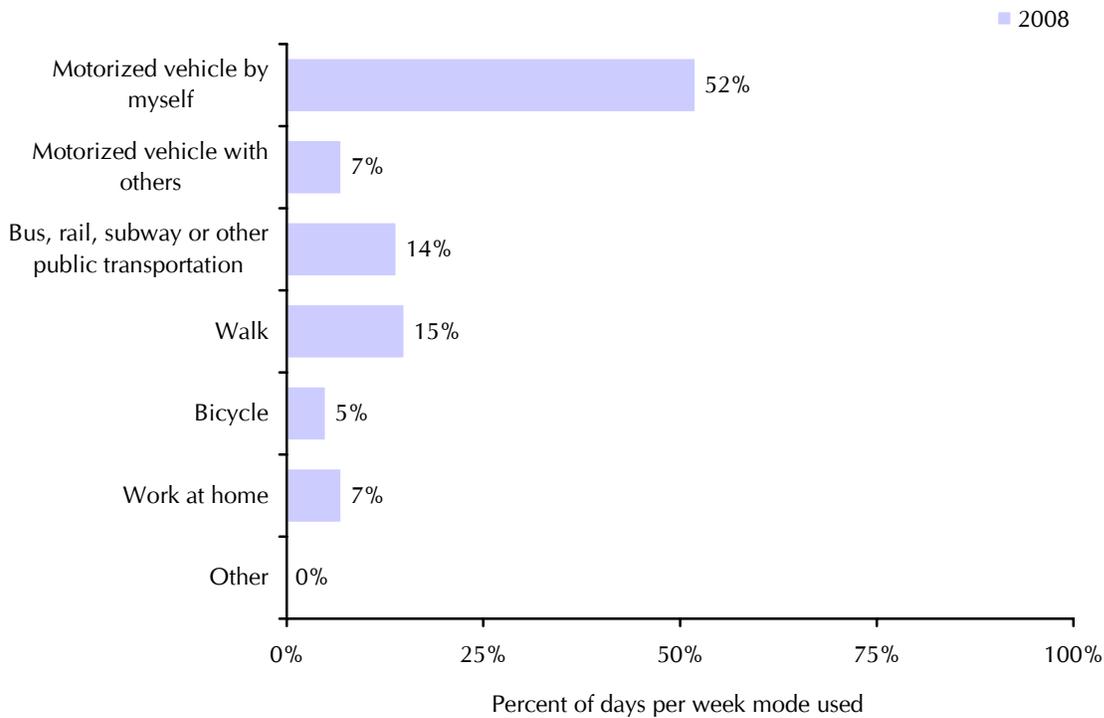


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS



FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



## Housing

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

The survey of the City of Ann Arbor residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 29% of respondents, while the variety of housing options was rated as “excellent” or “good” by 56% of respondents. The rating of perceived affordable housing availability was similar the City of Ann Arbor than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

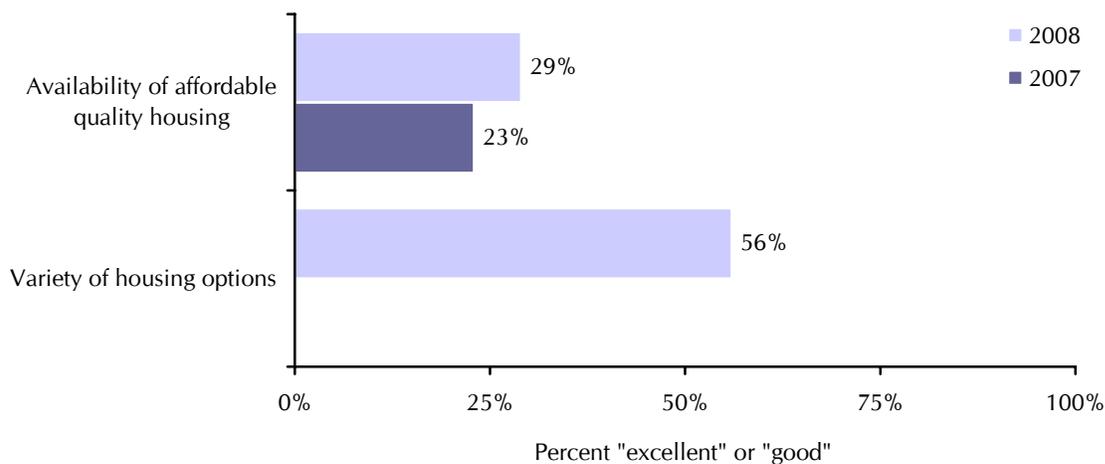
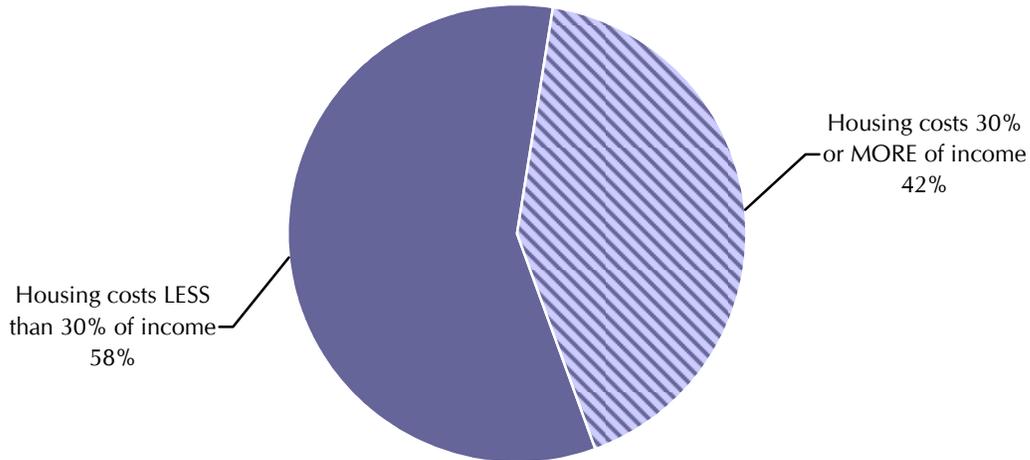


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Similar
Variety of housing options	Above

To augment the perceptions of affordable housing in Ann Arbor, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Ann Arbor experiencing housing cost stress. About 42% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

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

## Land Use and Zoning

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

The overall quality of new development in the City of Ann Arbor was rated as "excellent" or "good" by 56% of respondents. The overall appearance of Ann Arbor was rated as "excellent" or "good" by 85% of respondents and was higher the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Ann Arbor, 71% thought they were at least a "minor" problem. The services of land use, planning and zoning, code enforcement (weeds, abandoned buildings, etc) and animal control were rated above the benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

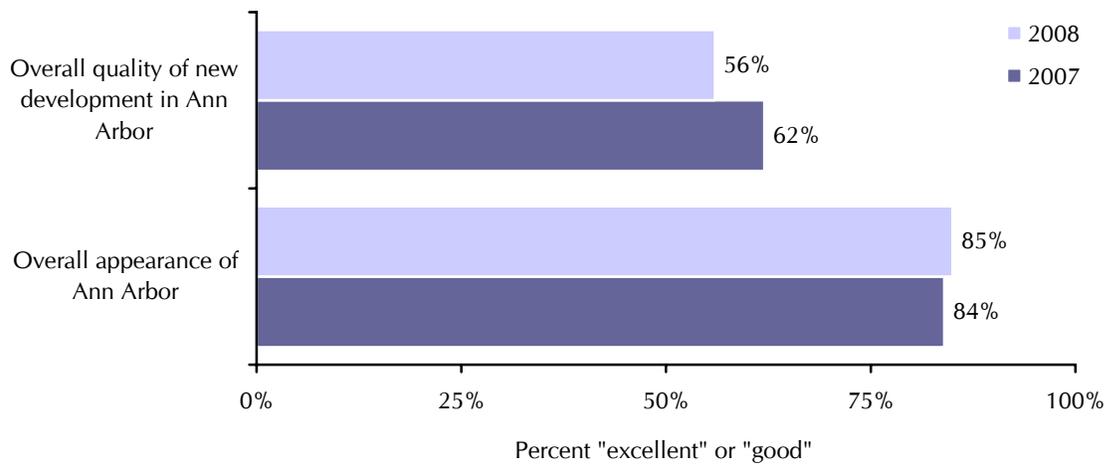


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in city	Similar
Overall appearance of Ann Arbor	Above

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

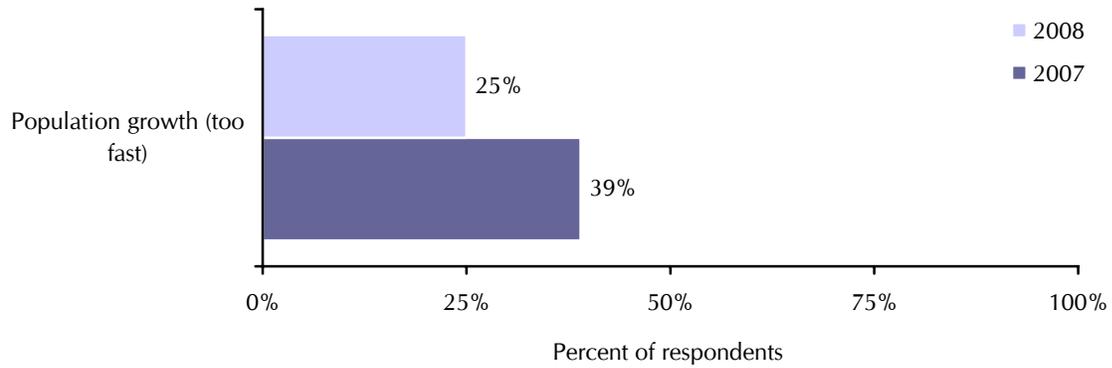


FIGURE 20: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Below

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

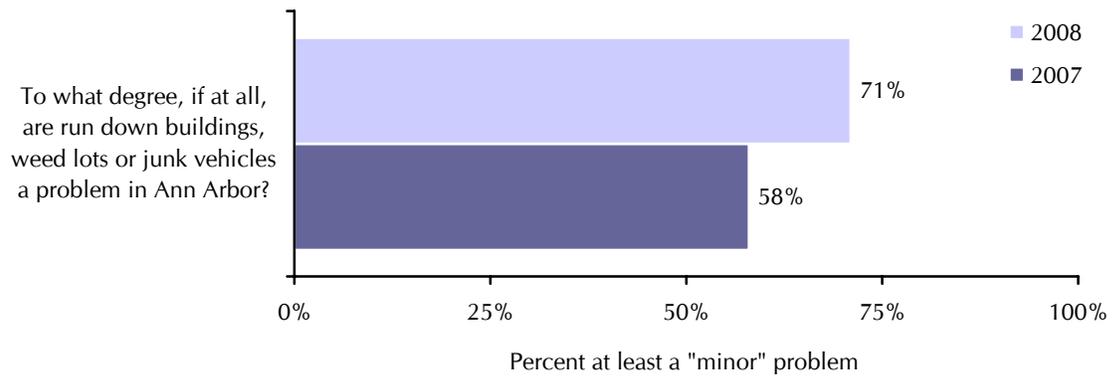


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles are a "major" problem	Below

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

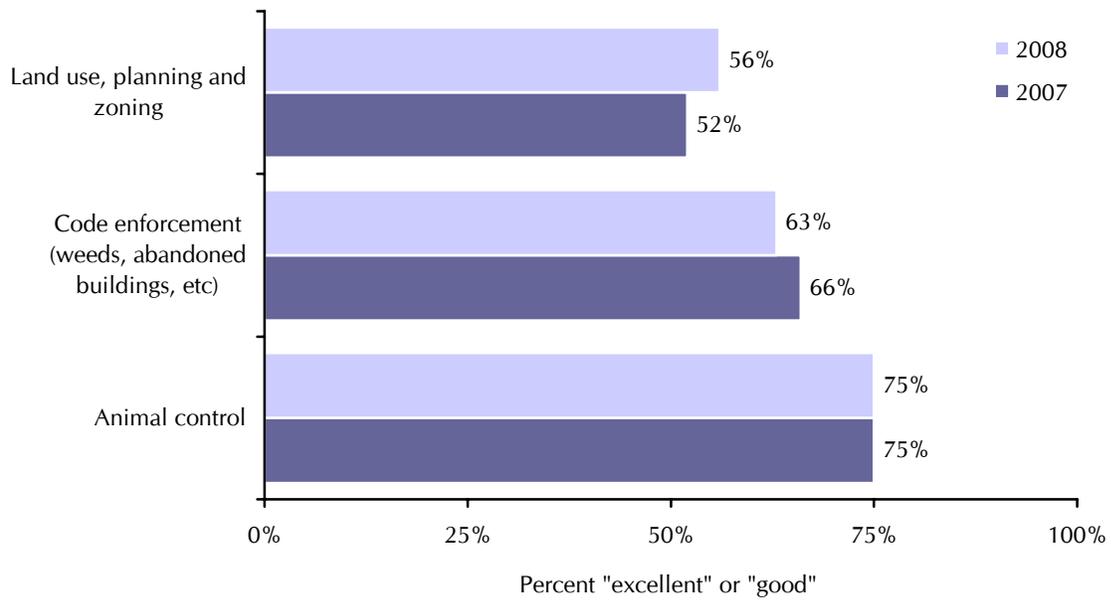


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Above
Code enforcement (weeds, abandoned buildings, etc)	Above
Animal control	Above

## ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishments in Ann Arbor and place to work. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

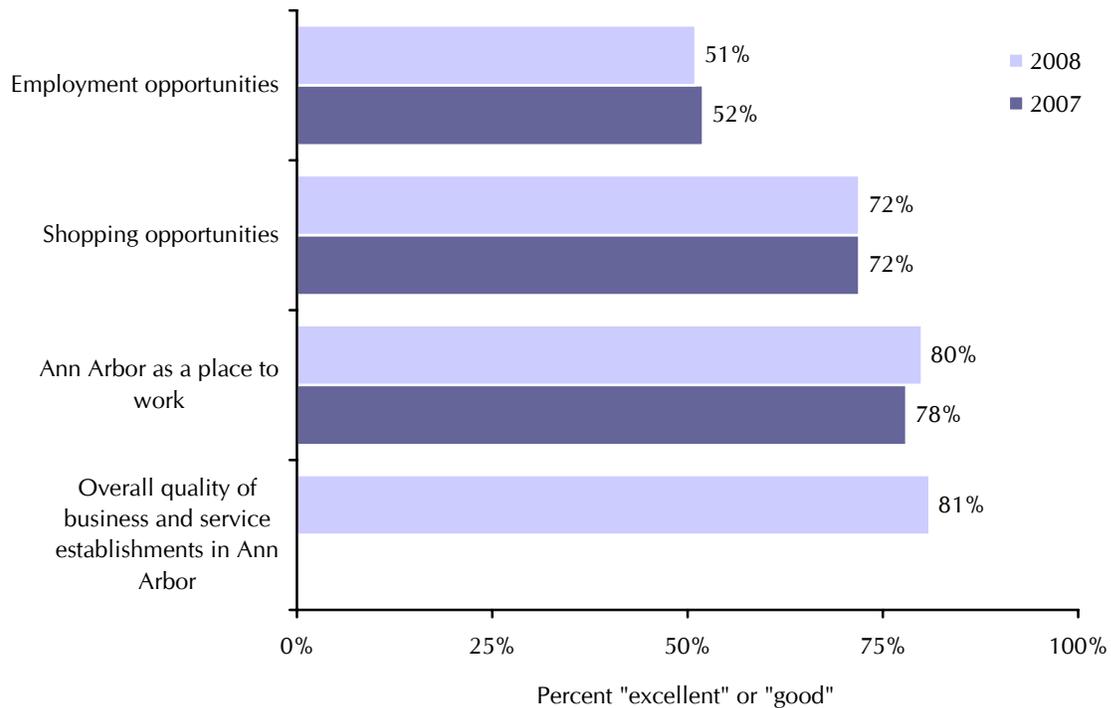


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Above
Place to work	Above
Overall quality of business and service establishments in Ann Arbor	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Ann Arbor, 84% responded that it was “too slow,” while 25% reported retail growth as “too slow.” Fewer residents in Ann Arbor compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

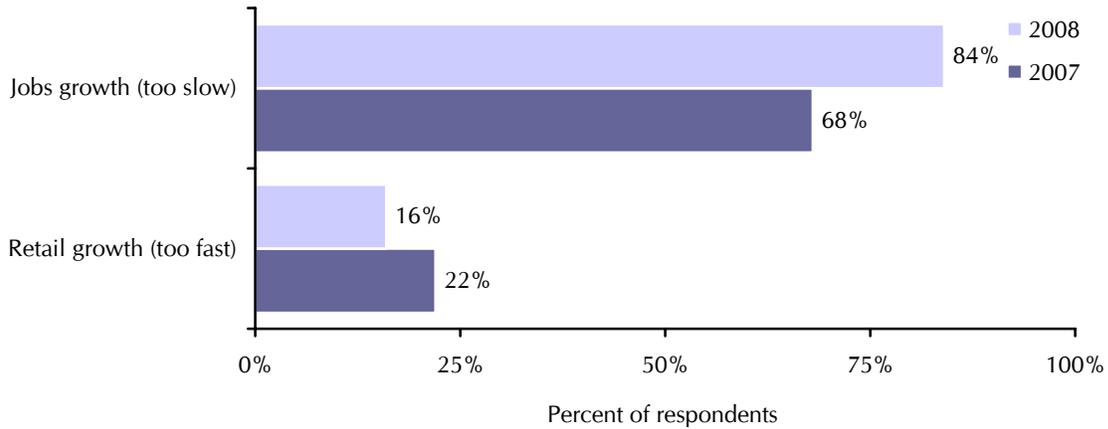


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Below
Jobs growth seen as too slow	Above

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

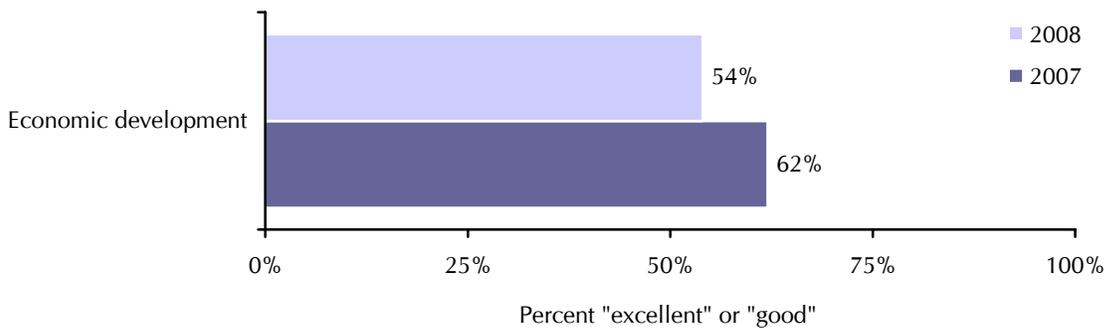


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Five percent of the City of Ann Arbor residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

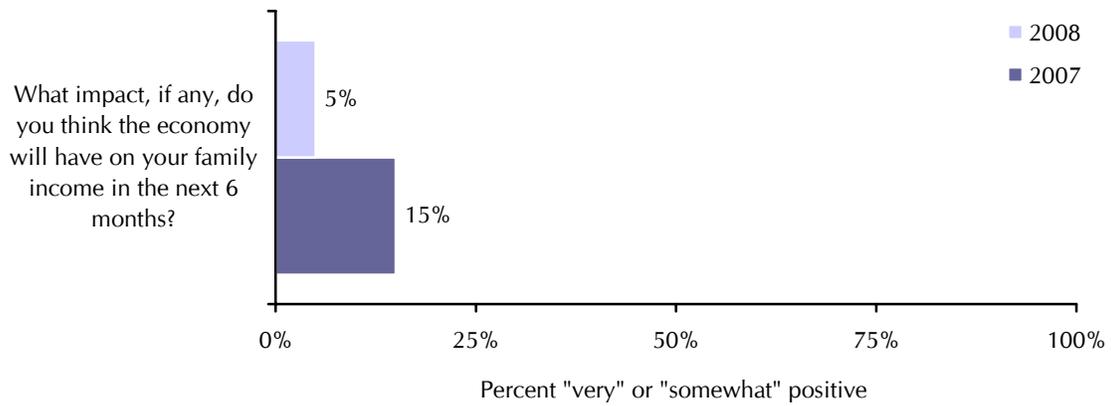


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

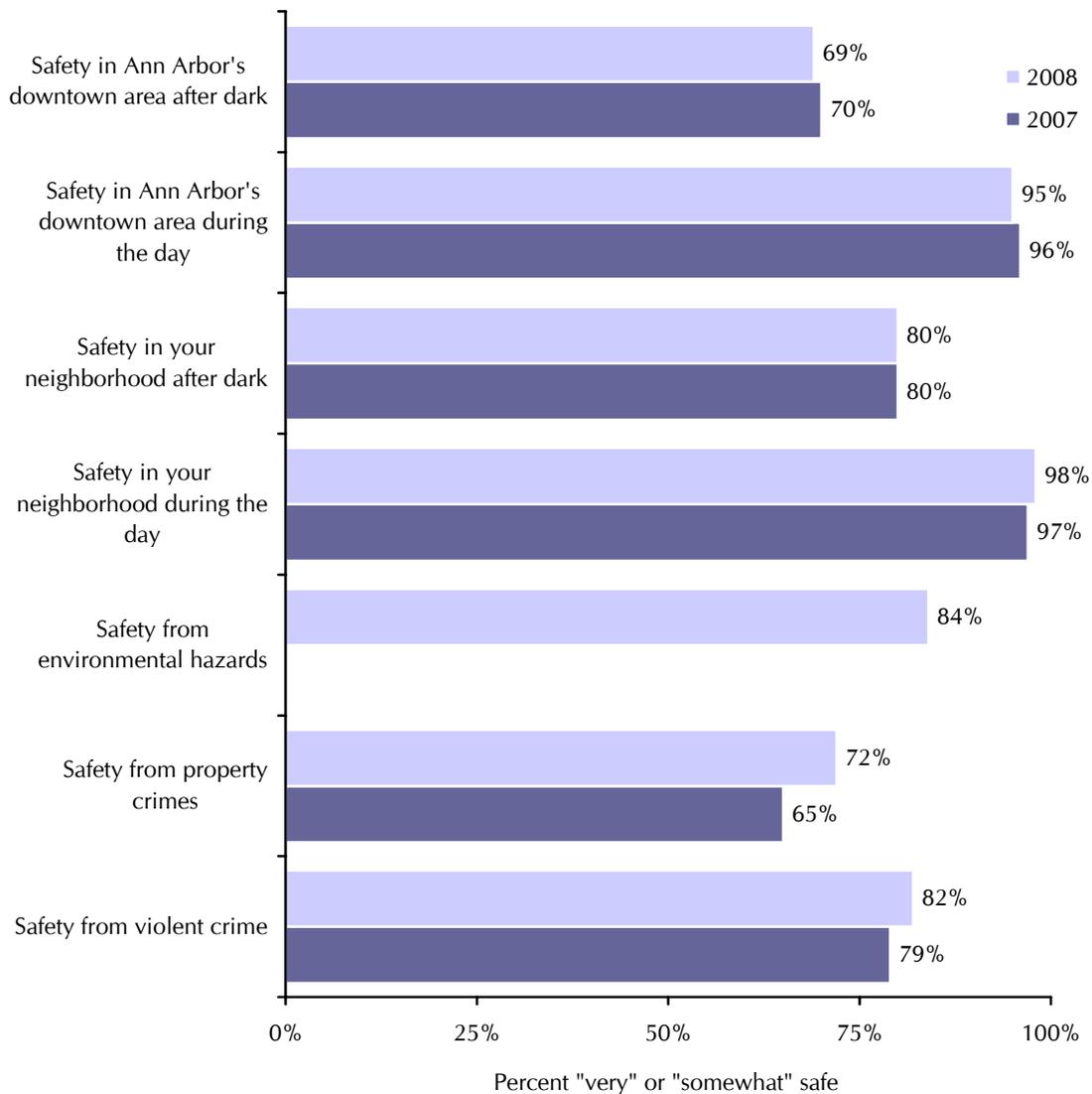
	Comparison to benchmark
Positive impact of economy on household income	Below

## PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Ann Arbor. About 82% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 84% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Above
Safety in your neighborhood after dark	Above
Safety in Ann Arbor's downtown area during the day	Above
Safety in Ann Arbor's downtown area after dark	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above
Safety from property crimes (e.g., burglary, theft)	Above
Toxic waste or other environmental hazard(s)	Above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 67% had reported it to police. Compared to other jurisdictions fewer Ann Arbor residents had been victims of crime in the 12 months preceding the survey and fewer Ann Arbor residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

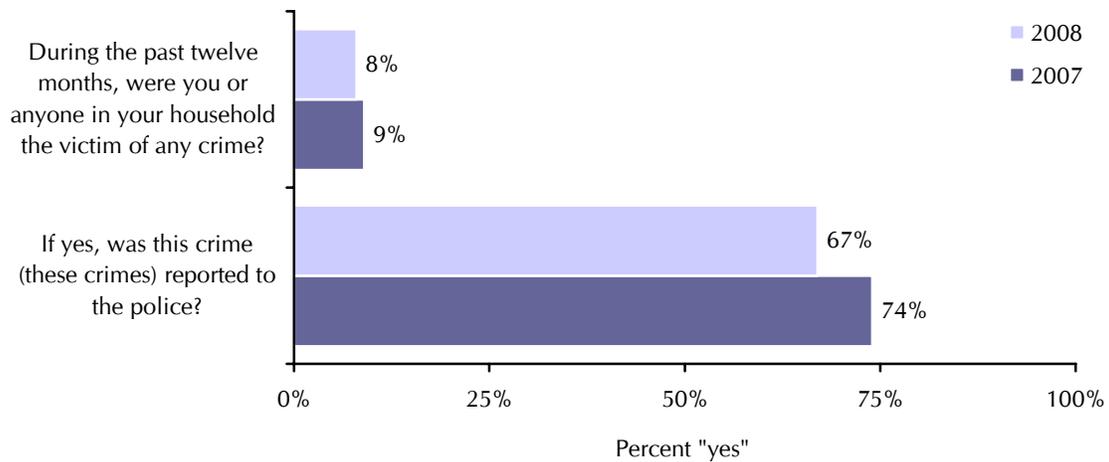


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Below
Reported crimes	Below

Residents rated eight City public safety services; of these, five were rated above the benchmark comparison and three were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings. Most were rated similar compared to previous years.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

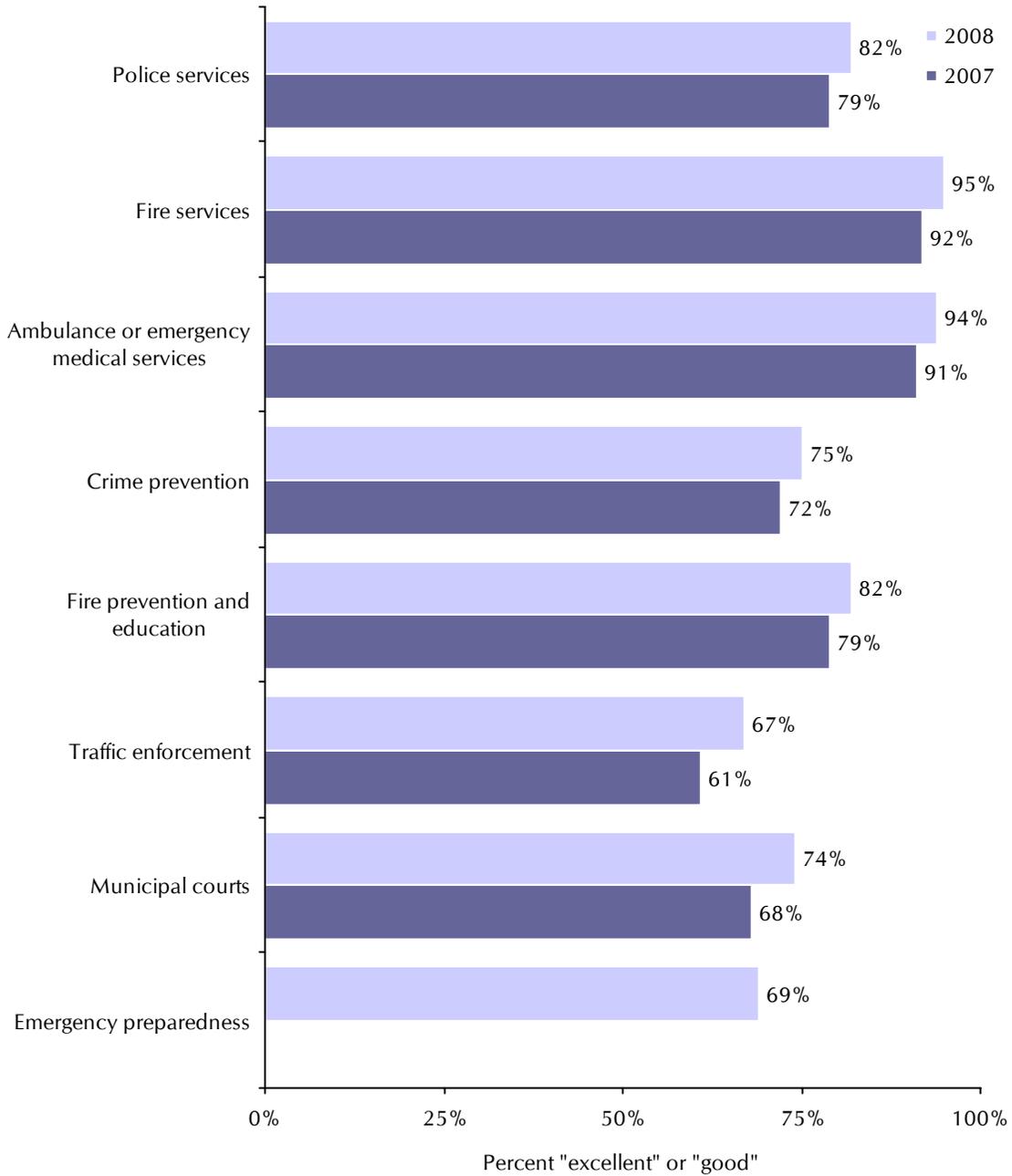


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
EMS/ambulance	Above
Crime prevention	Above
Fire prevention and education	Above
Traffic enforcement	Similar
Courts	Above
Emergency preparedness	Above

## ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Ann Arbor were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 88% of survey respondents. All community environment ratings were above the benchmark.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

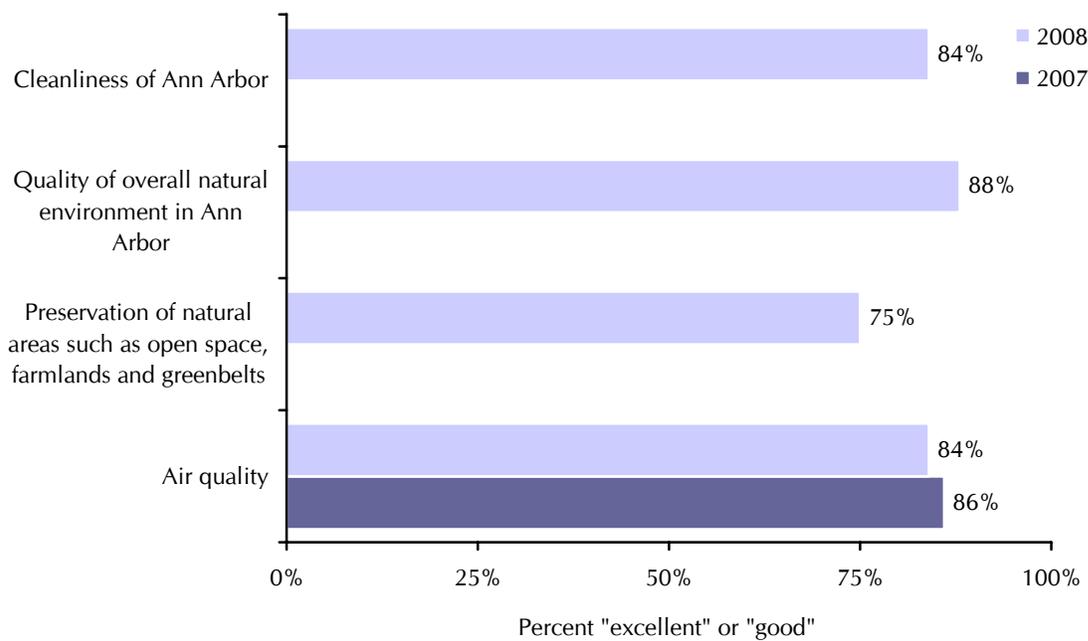


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Ann Arbor	Above
Quality of overall natural environment in Ann Arbor	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above
Air quality	Above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

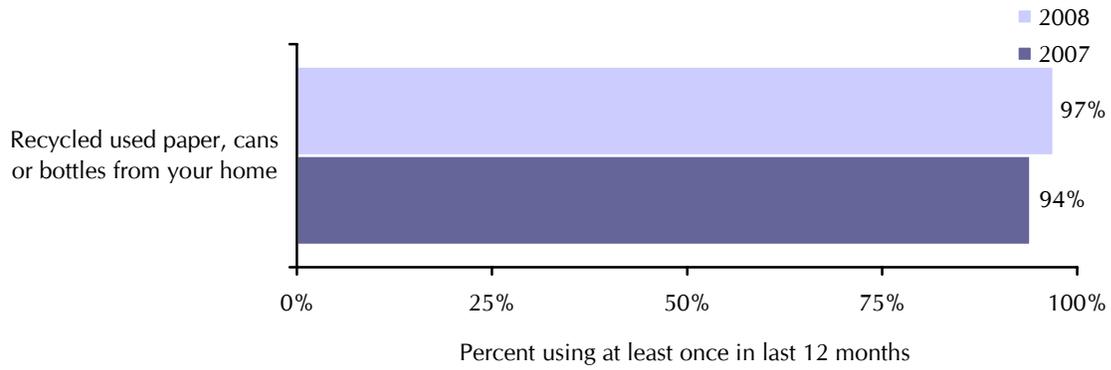


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the seven utility services rated by those completing the questionnaire, all were higher than the benchmark comparison. These service ratings trends were generally upward when compared to past surveys.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

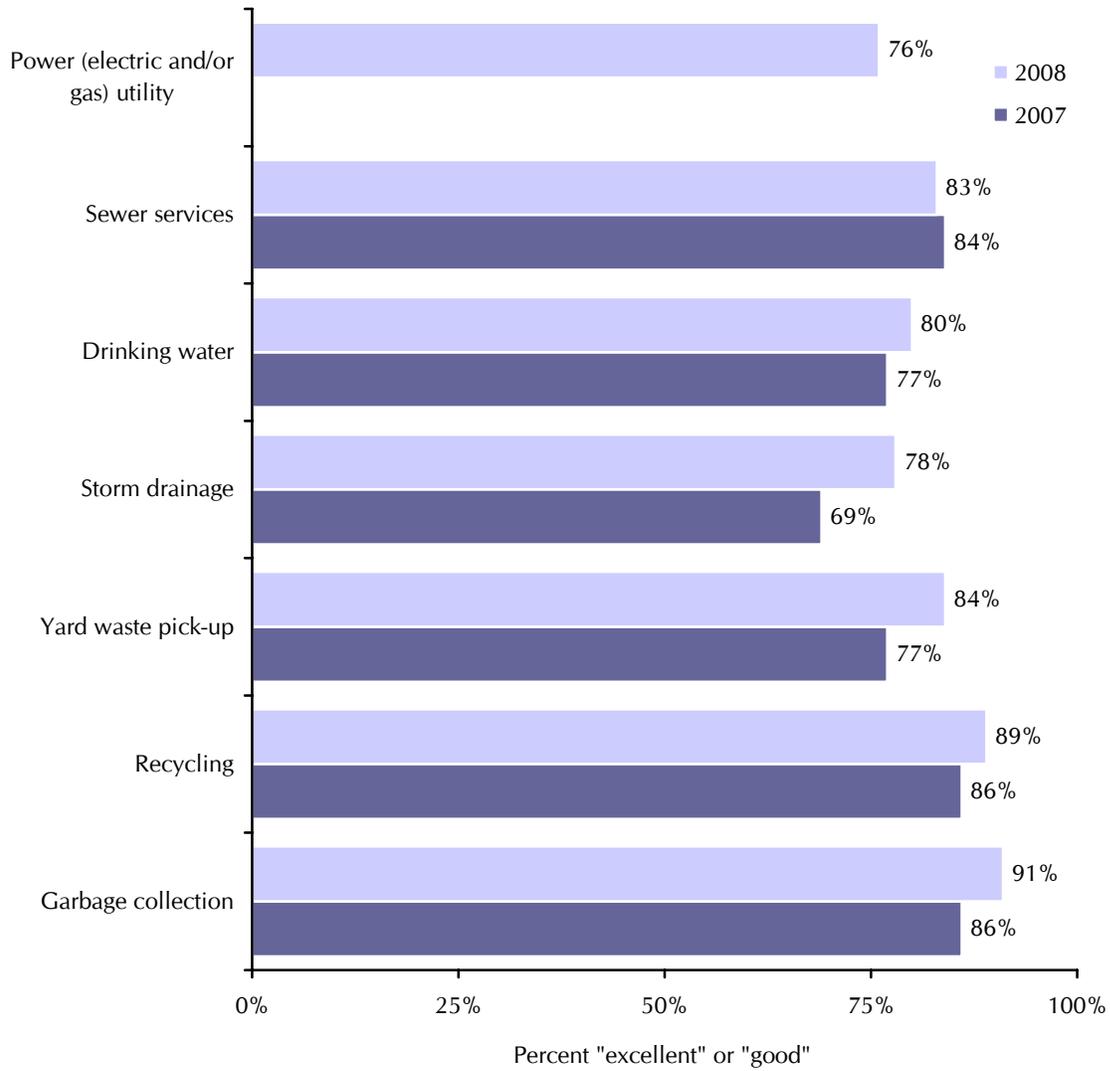


FIGURE 44: UTILITY SERVICES BENCHMARKS

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

## RECREATION AND WELLNESS

### Parks and Recreation

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

Recreation opportunities in the City of Ann Arbor were rated positively as were services related to parks and recreation. Four were rated higher than the benchmark. Recreation centers or facilities received the lowest rating and was higher than the national benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of Ann Arbor parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Ann Arbor recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, recreation program use in Ann Arbor was about the same as use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

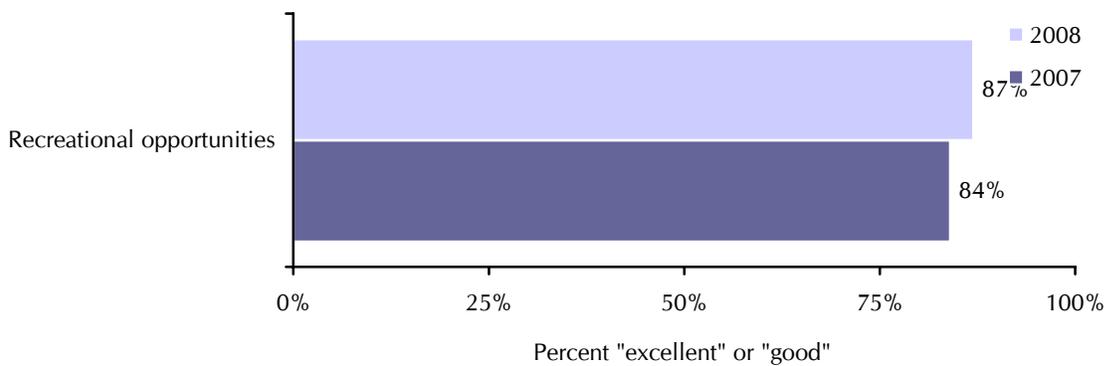


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Above

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

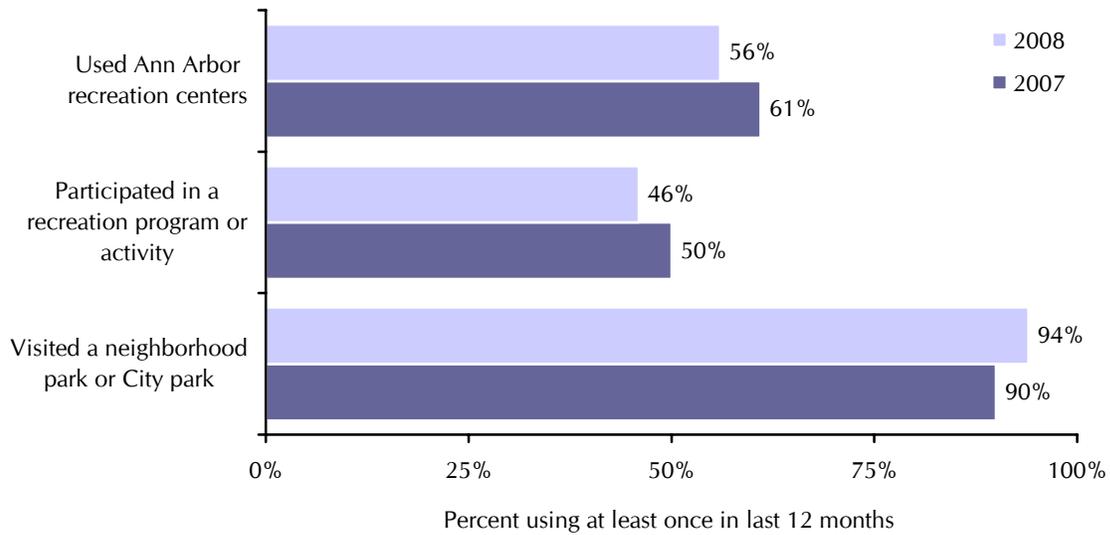


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Ann Arbor recreation centers	Similar
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Above

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

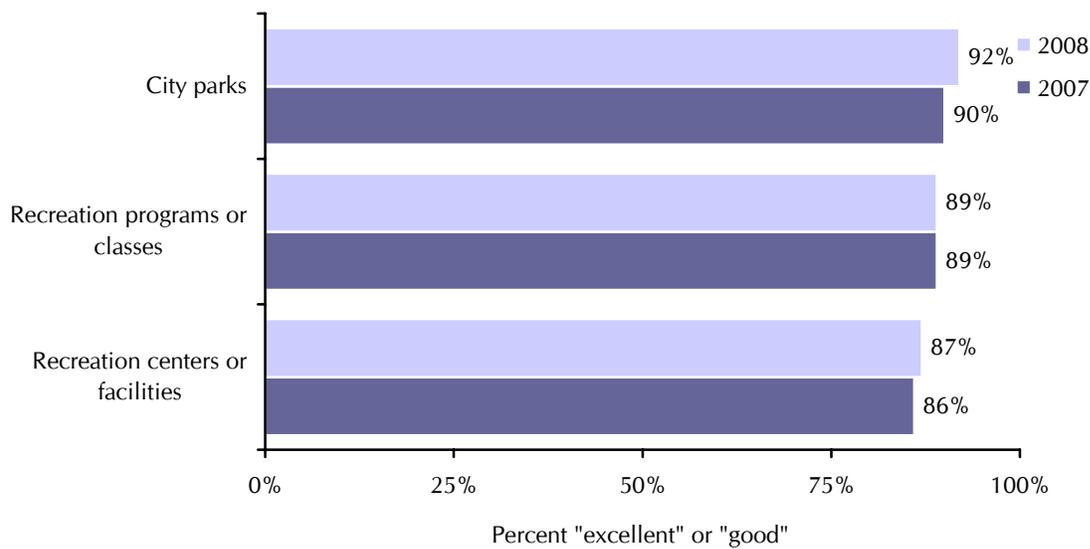


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

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

## Culture, Arts and Education

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

Opportunities to attend cultural activities was rated as “excellent” or “good” by 88% of respondents. Educational opportunities were rated as “excellent” or “good” by 95% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, as was cultural activity opportunities.

About 78% of Ann Arbor residents used a City library at least once in the twelve months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

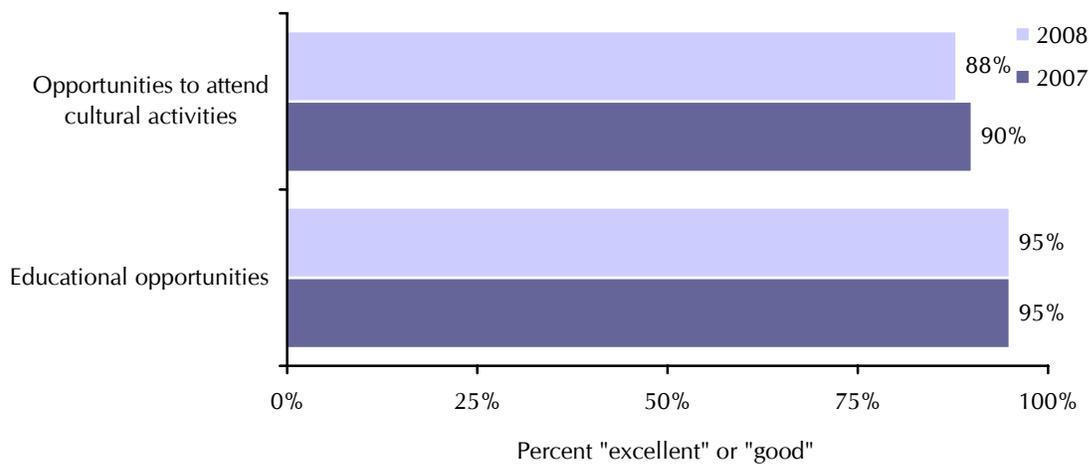


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Above
Educational opportunities	Above

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

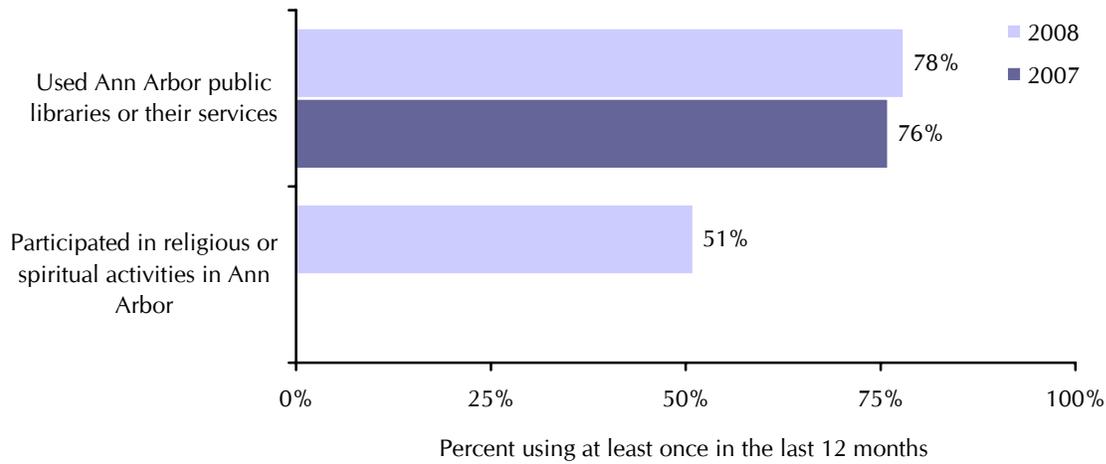


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Ann Arbor public libraries or their services	Above
Participated in religious or spiritual activities in Ann Arbor	Similar

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

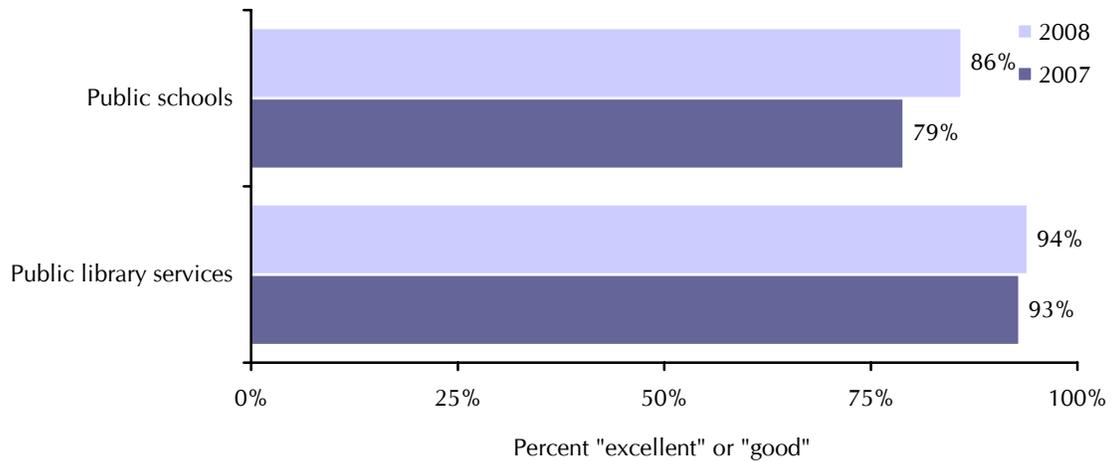


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Above

## Health and Wellness

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

Residents of the City of Ann Arbor were asked to rate the community's health services as well as the availability of preventive health care services. The availability of preventative health services was rated above the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

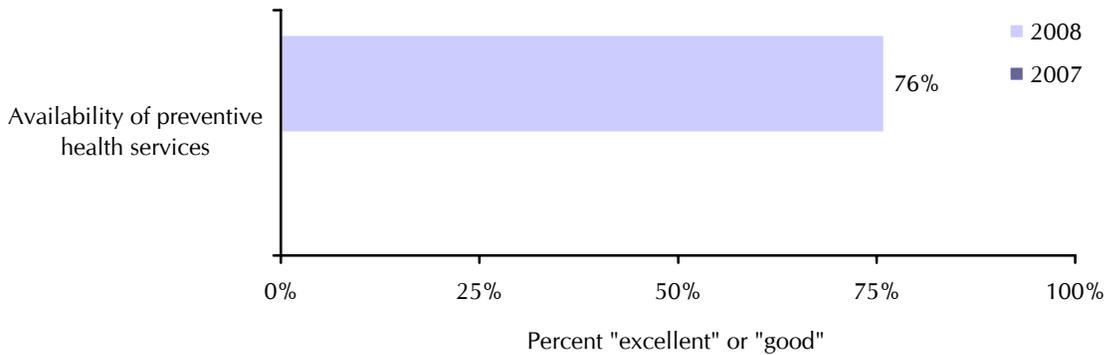


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Availability of preventive health services	Above

Health related services offered in the City of Ann Arbor were rated "excellent" or "good" by 86% and were above the benchmark.

FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

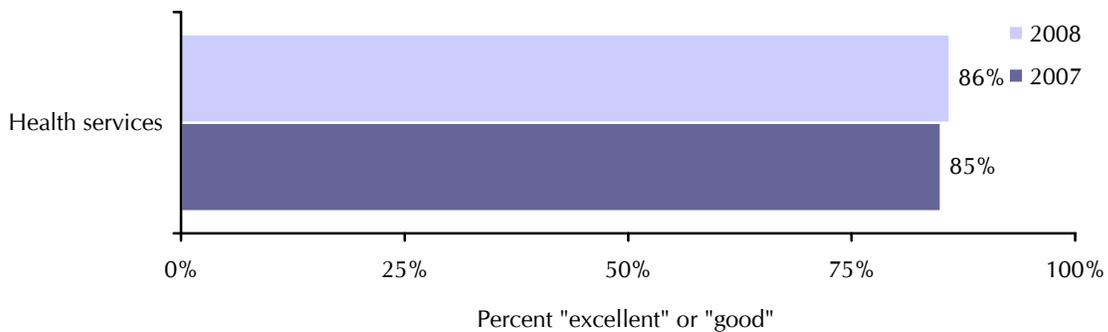


FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Above

## COMMUNITY INCLUSIVENESS

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

A high percentage of residents rated the City of Ann Arbor as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Many residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Ann Arbor was open and accepting towards people of diverse backgrounds. Ann Arbor as a place to retire was rated the lowest by residents but was higher than the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

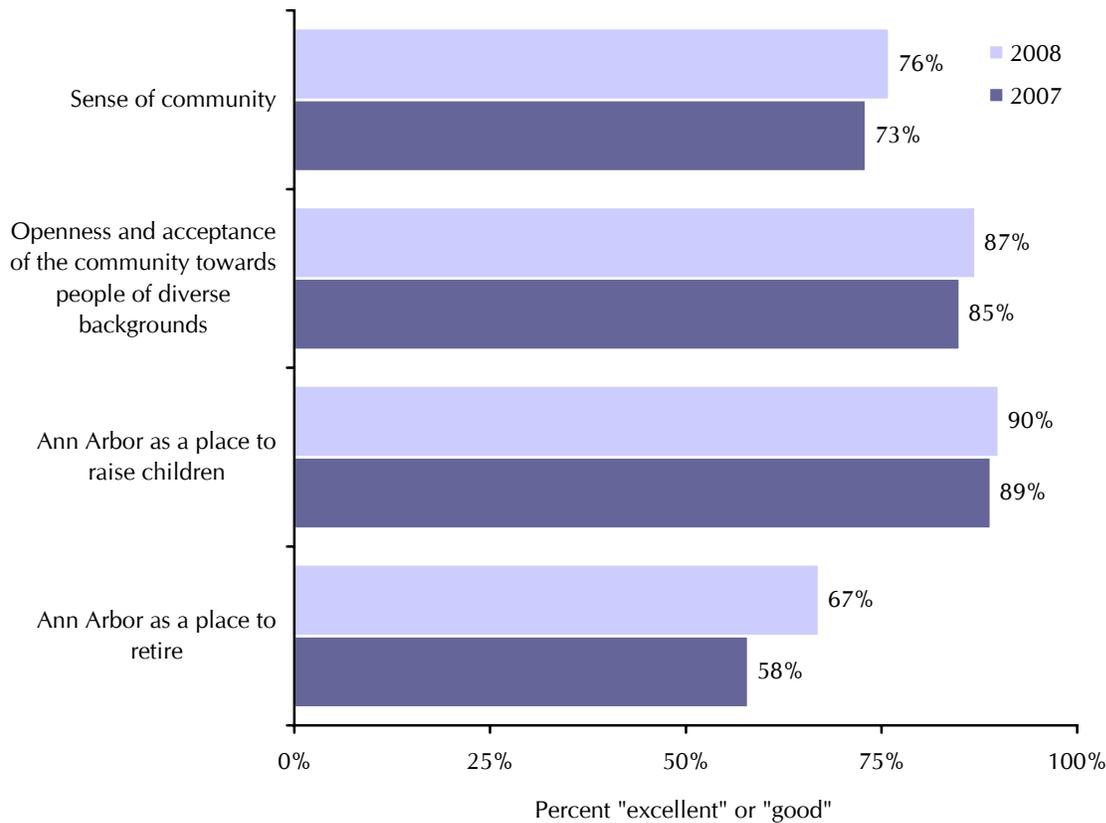


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above
Ann Arbor as a place to raise kids	Above
Ann Arbor as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 83 to 59 percent with ratings of “excellent” or “good.” Service to seniors, youth and low-income people were rated above the benchmark.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

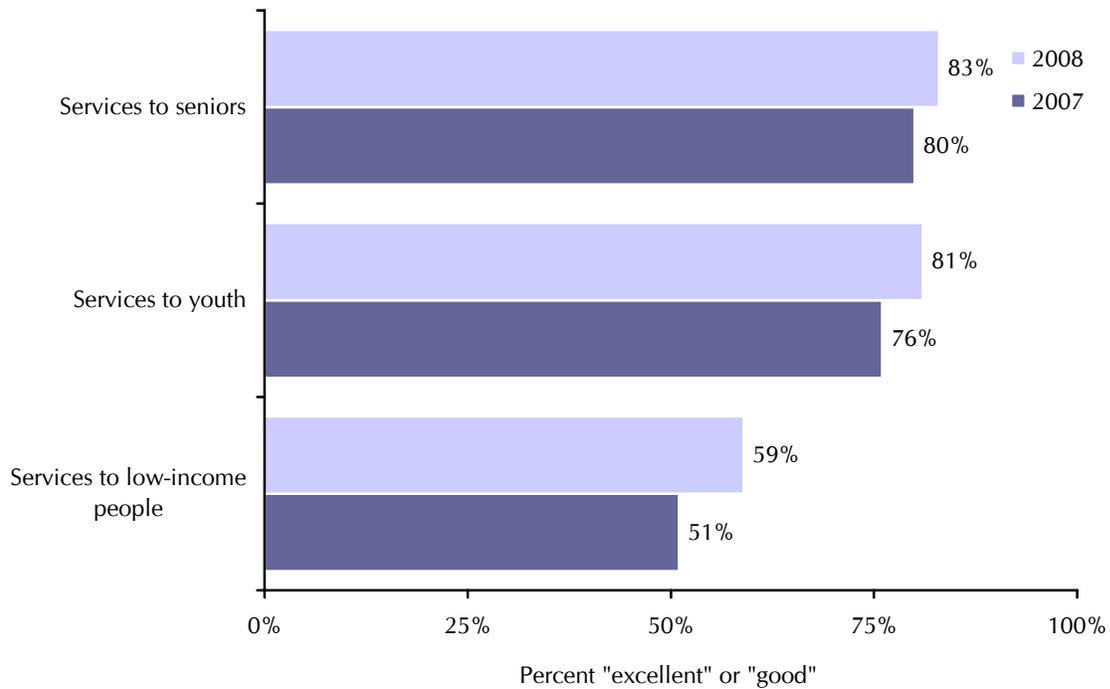


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Above
Services to youth	Above
Services to low income residents	Above

## CIVIC ENGAGEMENT

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

### Civic Activity

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

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

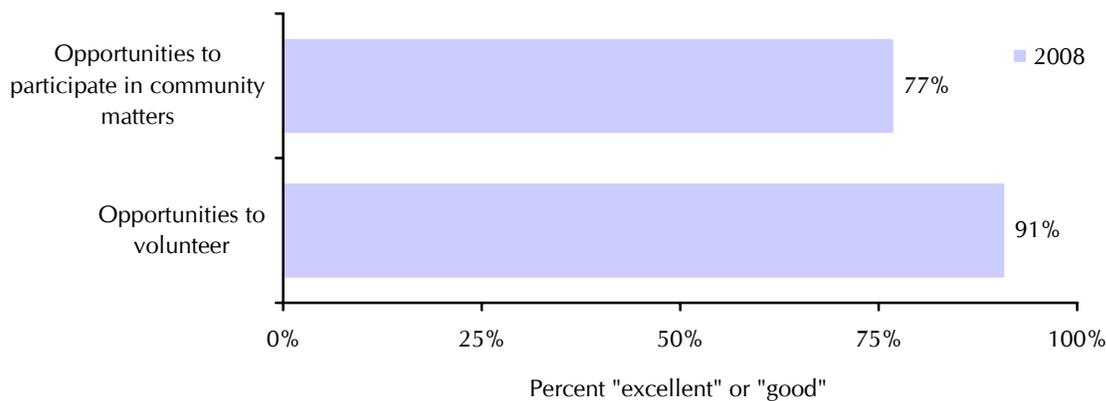


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while volunteering your time to some group or activity and participating in a club or civic group in Ann Arbor showed higher rates. Attending a meeting of local elected officials or other local public meeting and watching a meeting of local elected officials or other local public meeting on cable television showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

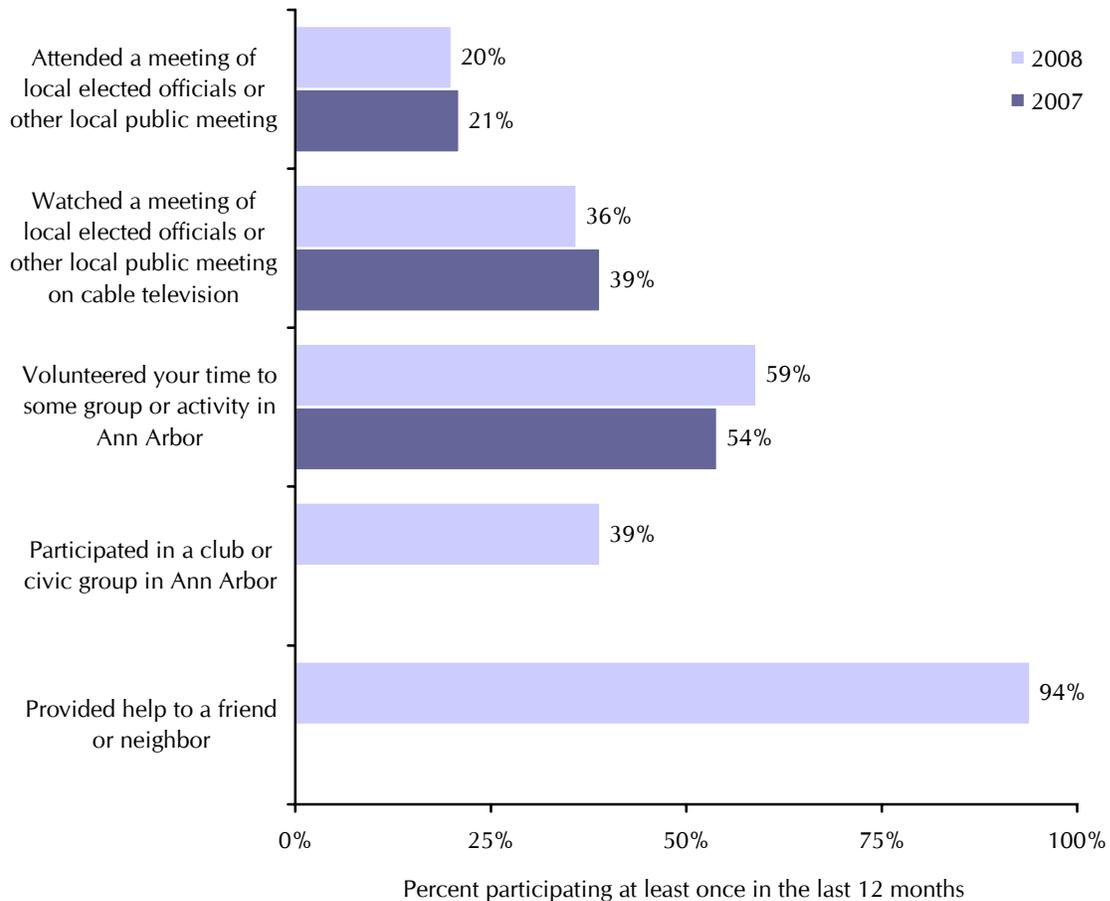


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Below
Watched a meeting of local elected officials or other local public meeting on cable television	Below
Volunteered your time to some group or activity in Ann Arbor	Above
Participated in a club or civic group in Ann Arbor	Above
Provided help to a friend or neighbor	Similar

City of Ann Arbor residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote and 92% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

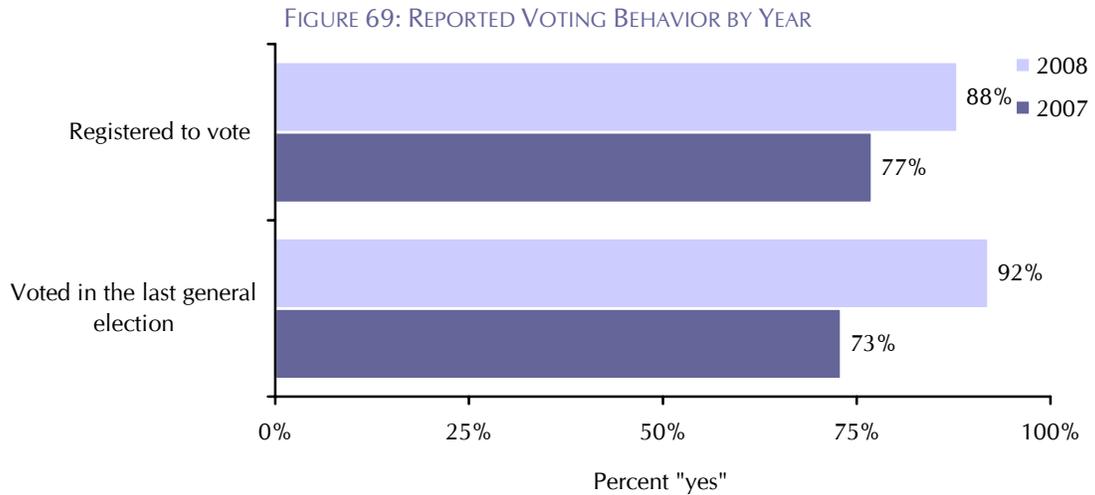


FIGURE 70: VOTING BEHAVIOR BENCHMARKS

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

## Information and Awareness

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

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

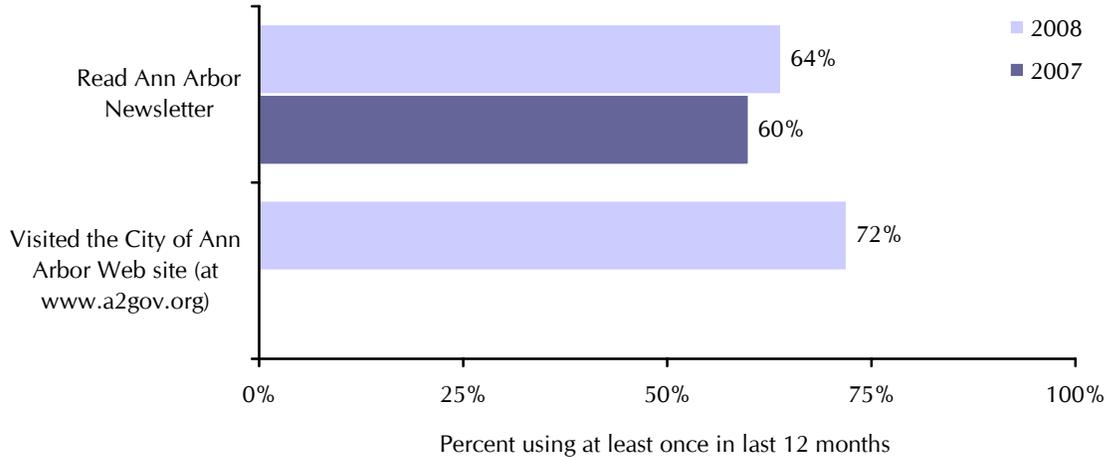


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Ann Arbor Newsletter	Below
Visited the City of Ann Arbor Web site	Above

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

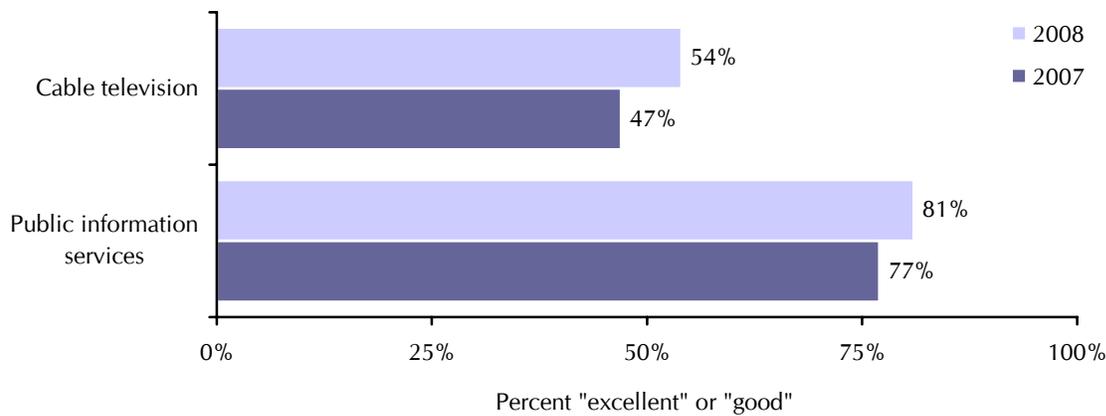


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 86% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

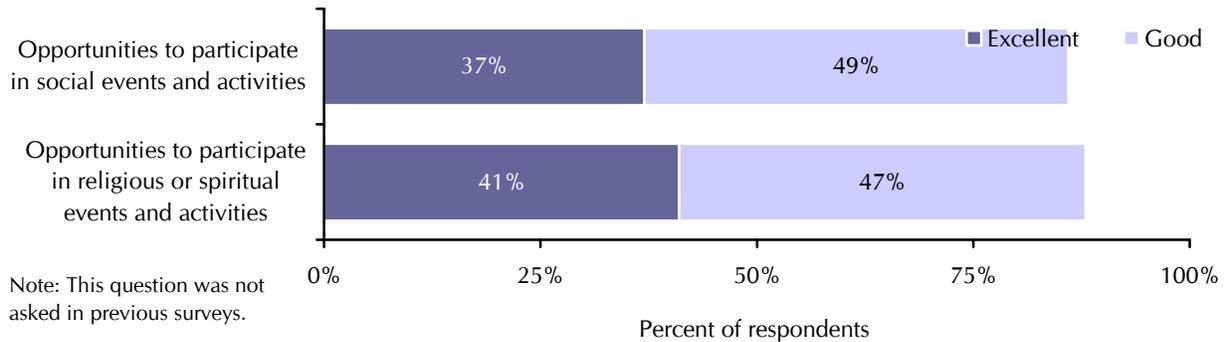


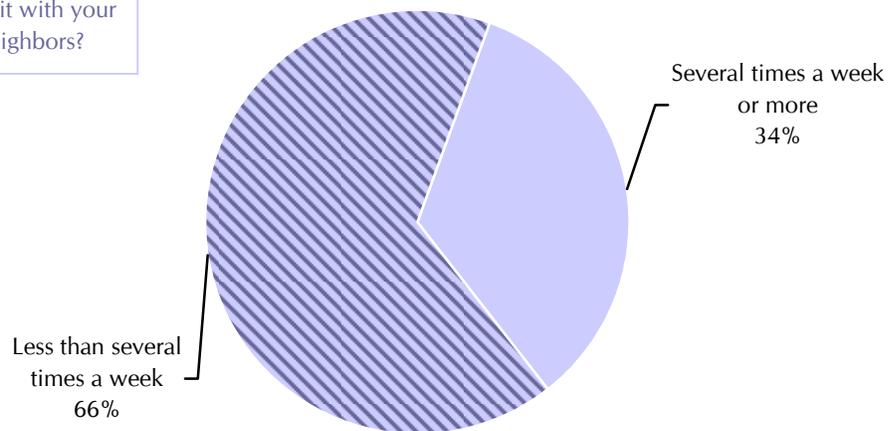
FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in Ann Arbor reported a fair amount of neighborliness. More than 34% indicated talking or visiting with their neighbors several times a week or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS

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



Note: This question was not asked in previous surveys.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

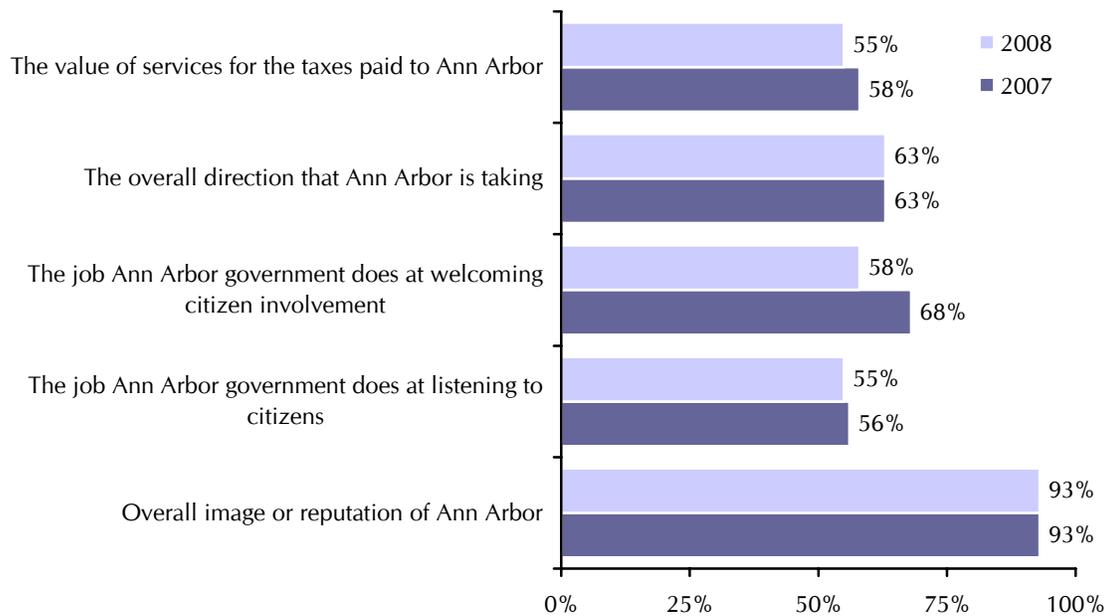
	Comparison to benchmark
Has contact with neighbors at least once per month	Below

## PUBLIC TRUST

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

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Ann Arbor does at listening to citizens, 55% rated it as "excellent" or "good." Of these five ratings, one was above the benchmark, two were similar to the benchmark and two were below the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR



Note: In previous years, these questions were asked on an "agree/disagree" scale.

FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Ann Arbor	Below
The overall direction that Ann Arbor is taking	Similar
Job Ann Arbor government does at welcoming citizen involvement	Below
Job Ann Arbor government does at listening to citizens	Similar
Overall image or reputation of Ann Arbor	Above

On average, residents of the City of Ann Arbor gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Ann Arbor was rated as “excellent” or “good” by 84% of survey participants. The City of Ann Arbor’s rating was above the benchmark when compared to other communities across the nation. Ratings of overall City services have remained stable over the last year.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

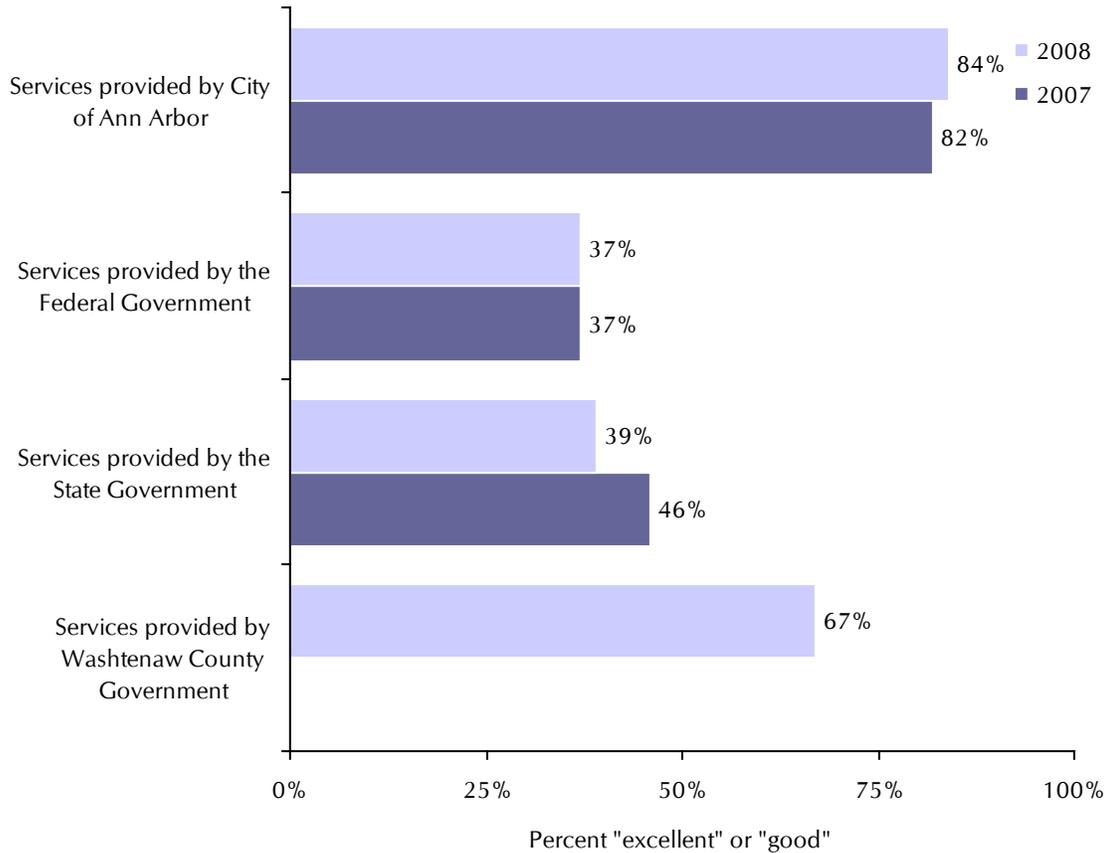


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Ann Arbor	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Washtenaw County government general	Above

## City of Ann Arbor Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 50% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 78% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the national benchmark and were higher than those reported in the previous survey.

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

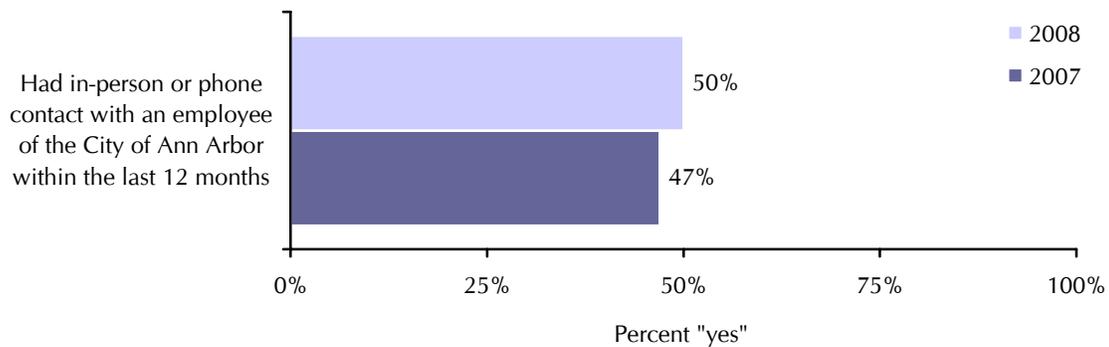


FIGURE 84: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with city employee(s) in last 12 months	Below

FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

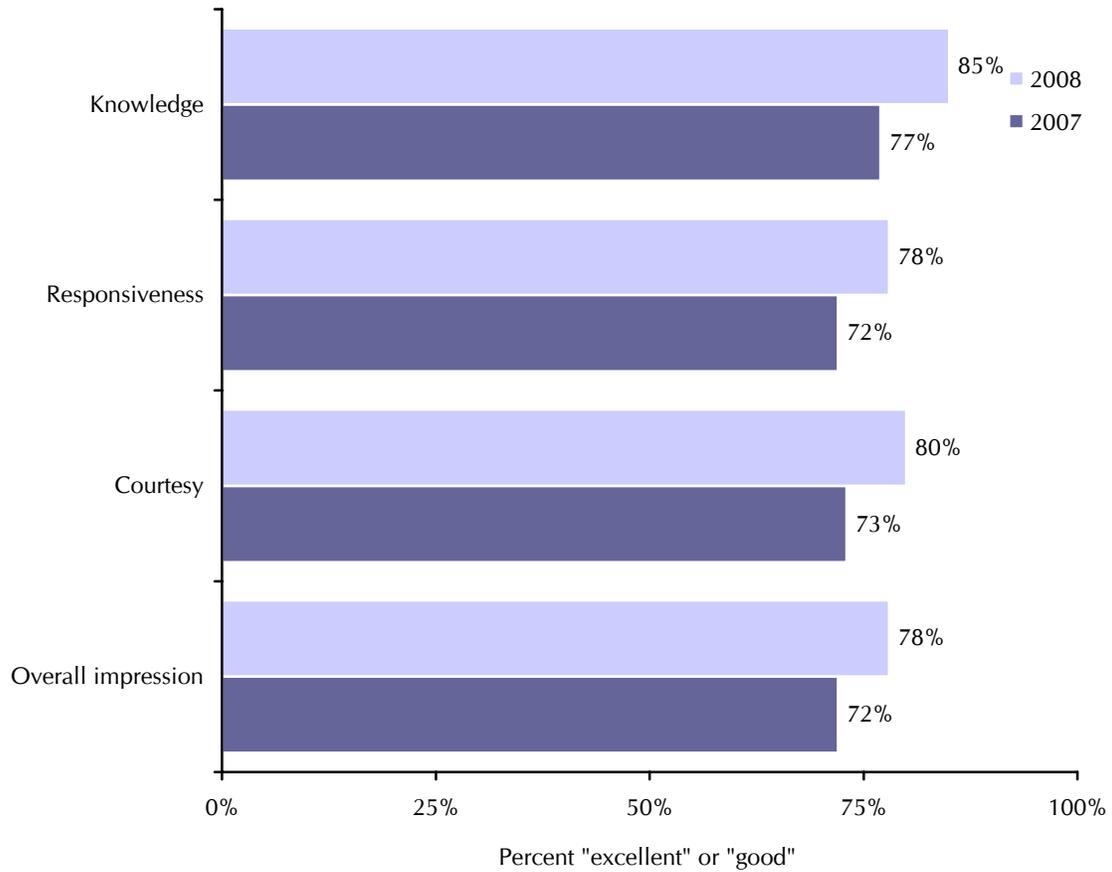


FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
City employee knowledge	Above
City employee responsiveness	Above
City employee courteousness	Above
Overall impression	Above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

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

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

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

A Key Driver Analysis (KDA) was conducted for the City of Ann Arbor by examining the relationships between ratings of each service and ratings of the City of Ann Arbor's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Ann Arbor can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

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

- Police services
- Preservation of natural areas
- Street cleaning
- Economic development
- Traffic signal timing
- Drinking water

## CITY OF ANN ARBOR ACTION CHART

The 2008 City of Ann Arbor Action Chart™ on the following page combines three dimensions of performance:

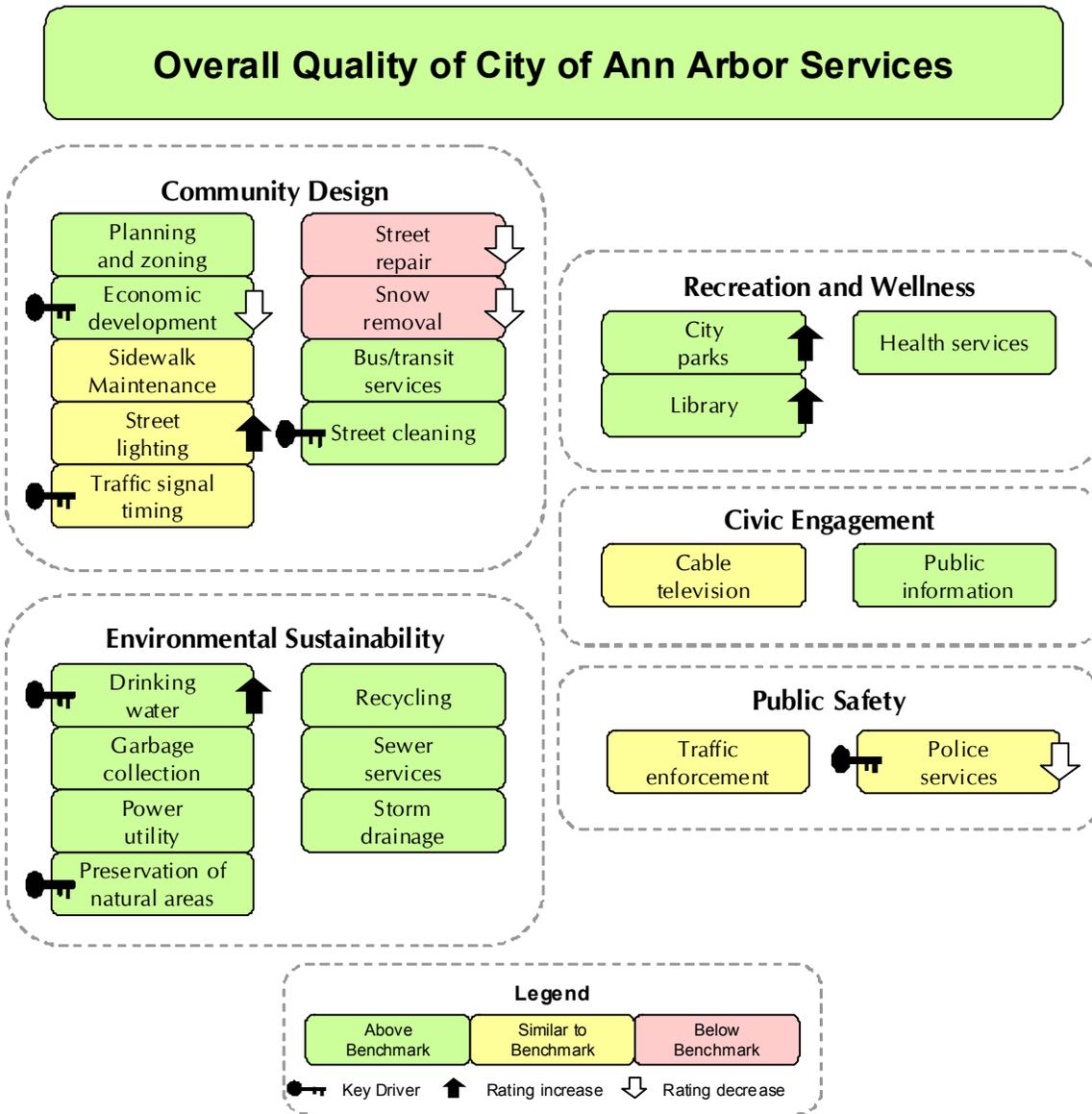
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon next to a service box indicates that service is key (either core or key driver)
- Trend line icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-three services were included in the KDA for the City of Ann Arbor. Of these, fifteen were above the benchmark, two were below the benchmark and six were similar to the benchmark. Ratings for four services were trending up and four were trending down, while fifteen remained similar to the previous survey. The six key drivers are shown.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. Therefore, Ann Arbor may wish to seek improvements to police services and traffic signal timing as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

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

FIGURE 87: CITY OF ANN ARBOR ACTION CHART™



### Using Your Action Chart™

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

FIGURE 88: KEY DRIVERS COMPARED

Service	City of Ann Arbor Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Drinking water	✓		
Economic development	✓	✓	
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Light timing	✓		
Police services	✓	✓	✓
Preservation of natural areas	✓		
Public information services		✓	
Public schools		✓	
Sewer			✓
Storm drainage			✓
Street cleaning	✓		
Street repair			✓
Water			✓

**POLICY QUESTIONS**

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

Policy Question 1					
How important do you think each of the following investments is for the City of Ann Arbor?	Essential	Very important	Somewhat important	Not at all important	Total
Investment in open space	28%	34%	30%	8%	100%
Investment in children’s and youth programs	38%	39%	20%	3%	100%
Investment in programs for seniors	21%	40%	33%	6%	100%
Investment in public safety areas like law enforcement	30%	42%	24%	5%	100%
Investment in the city road system, including new and improved transportation and roads	38%	41%	20%	2%	100%
Investment in recycling programs	35%	41%	21%	3%	100%
Investment in maintenance of public buildings and facilities to achieve a safe, pleasant environment	23%	46%	28%	3%	100%
Investment in online services	13%	28%	48%	11%	100%

Policy Question 2	
Which resources do you rely on for news about the City of Ann Arbor? (Please check all that apply)	Percent of respondents
Ann Arbor area print publications	61%
City of Ann Arbor Web site (www.a2gov.org)	43%
Ann Arbor area radio stations	43%
City of Ann Arbor resident newsletter (A2 City News)	22%
Ann Arbor area online publications	22%
Community Television Network (CTN) government coverage	15%
Other	11%
None of the above	9%
City Council member	3%
Total may exceed 100% as respondents could select more than one option	

Policy Question 3					
How important are the following in relation to your quality of life in Ann Arbor?	Essential	Very important	Somewhat important	Not at all important	Total
Bike paths	23%	25%	29%	24%	100%
Availability of alternate transportation	31%	30%	25%	14%	100%
Recycling program	40%	35%	21%	4%	100%
Increased police patrols to monitor speeding	7%	16%	35%	42%	100%
Increased police presence and general safety	18%	31%	37%	14%	100%
Strict code enforcement	6%	21%	48%	25%	100%
Well-equipped/maintained neighborhood parks	31%	43%	24%	2%	100%
Preservation of historic districts	19%	30%	39%	12%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

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

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Ann Arbor:	Excellent	Good	Fair	Poor	Total
Ann Arbor as a place to live	53%	42%	5%	1%	100%
Your neighborhood as a place to live	36%	50%	12%	1%	100%
Ann Arbor as a place to raise children	53%	38%	8%	1%	100%
Ann Arbor as a place to work	35%	45%	16%	4%	100%
Ann Arbor as a place to retire	35%	32%	25%	8%	100%
The overall quality of life in Ann Arbor	41%	51%	7%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Ann Arbor as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	20%	57%	20%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	48%	39%	11%	2%	100%
Overall appearance of Ann Arbor	27%	59%	13%	1%	100%
Cleanliness of Ann Arbor	30%	54%	14%	2%	100%
Overall quality of new development in Ann Arbor	10%	46%	35%	10%	100%
Variety of housing options	12%	44%	34%	10%	100%
Overall quality of business and service establishments in Ann Arbor	22%	58%	17%	3%	100%
Shopping opportunities	23%	49%	22%	6%	100%
Opportunities to attend cultural activities	56%	31%	11%	2%	100%
Recreational opportunities	42%	46%	10%	2%	100%
Employment opportunities	12%	39%	36%	13%	100%
Educational opportunities	67%	28%	4%	0%	100%
Opportunities to participate in social events and activities	37%	49%	12%	3%	100%
Opportunities to participate in religious or spiritual events and activities	41%	47%	9%	3%	100%
Opportunities to volunteer	48%	43%	8%	1%	100%
Opportunities to participate in community matters	29%	48%	19%	4%	100%
Ease of car travel in Ann Arbor	15%	44%	30%	11%	100%
Ease of bus travel in Ann Arbor	23%	44%	27%	6%	100%
Ease of bicycle travel in Ann Arbor	18%	46%	27%	9%	100%
Ease of walking in Ann Arbor	35%	51%	12%	2%	100%
Availability of paths and walking trails	30%	49%	18%	3%	100%
Traffic flow on major streets	7%	39%	39%	15%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Ann Arbor as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	10%	32%	35%	23%	100%
Availability of affordable quality housing	5%	24%	44%	27%	100%
Availability of preventive health services	28%	48%	19%	6%	100%
Air quality	27%	57%	14%	1%	100%
Quality of overall natural environment in Ann Arbor	35%	53%	11%	1%	100%
Overall image or reputation of Ann Arbor	46%	47%	6%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Ann Arbor over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	10%	63%	19%	6%	100%
Retail growth (stores, restaurants, etc.)	4%	21%	59%	12%	4%	100%
Jobs growth	28%	56%	14%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ann Arbor?	Percent of respondents
Not a problem	29%
Minor problem	53%
Moderate problem	16%
Major problem	2%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Ann Arbor:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	41%	41%	10%	7%	1%	100%
Property crimes (e.g., burglary, theft)	19%	52%	15%	12%	2%	100%
Environmental hazards, including toxic waste	48%	36%	11%	4%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	83%	15%	1%	0%	0%	100%
In your neighborhood after dark	35%	46%	9%	9%	1%	100%
In Ann Arbor's downtown area during the day	76%	19%	3%	1%	1%	100%
In Ann Arbor's downtown area after dark	27%	42%	16%	13%	2%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	33%
Yes	67%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Ann Arbor?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Ann Arbor public libraries or their services	22%	15%	27%	17%	19%	100%
Used Ann Arbor recreation centers	44%	21%	20%	8%	8%	100%
Participated in a recreation program or activity	54%	25%	13%	4%	4%	100%
Visited a neighborhood park or City park	6%	13%	37%	19%	26%	100%
Ridden a local bus within Ann Arbor	33%	16%	15%	9%	27%	100%
Attended a meeting of local elected officials or other local public meeting	80%	15%	4%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	64%	23%	11%	2%	1%	100%
Read Ann Arbor Newsletter	36%	30%	23%	4%	6%	100%
Visited the City of Ann Arbor Web site (at www.a2gov.org)	28%	29%	30%	8%	5%	100%
Recycled used paper, cans or bottles from your home	3%	2%	8%	10%	77%	100%
Volunteered your time to some group or activity in Ann Arbor	41%	25%	17%	7%	9%	100%
Participated in religious or spiritual activities in Ann Arbor	49%	14%	12%	6%	19%	100%
Participated in a club or civic group in Ann Arbor	61%	14%	11%	5%	9%	100%
Provided help to a friend or neighbor	6%	21%	41%	17%	16%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	11%
Several times a week	23%
Several times a month	26%
Once a month	11%
Several times a year	12%
Once a year or less	7%
Never	9%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Ann Arbor:	Excellent	Good	Fair	Poor	Total
Police services	24%	58%	12%	6%	100%
Fire services	36%	59%	4%	0%	100%
Ambulance or emergency medical services	44%	51%	5%	1%	100%
Crime prevention	17%	58%	21%	4%	100%
Fire prevention and education	23%	58%	16%	2%	100%
Municipal courts	20%	55%	21%	5%	100%
Traffic enforcement	14%	52%	24%	10%	100%
Street repair	4%	27%	42%	28%	100%
Street cleaning	12%	54%	28%	6%	100%
Street lighting	12%	50%	29%	10%	100%
Snow removal	9%	40%	30%	22%	100%
Sidewalk maintenance	8%	45%	32%	15%	100%
Traffic signal timing	7%	41%	32%	19%	100%
Bus or transit services	29%	49%	17%	6%	100%
Garbage collection	37%	55%	7%	1%	100%
Recycling	44%	45%	8%	3%	100%
Yard waste pick-up	33%	51%	12%	4%	100%
Storm drainage	17%	61%	19%	4%	100%
Drinking water	35%	45%	17%	4%	100%
Sewer services	23%	60%	14%	2%	100%
Power (electric and/or gas) utility	21%	54%	19%	5%	100%
City parks	51%	41%	6%	2%	100%
Recreation programs or classes	39%	50%	9%	2%	100%
Recreation centers or facilities	34%	53%	12%	1%	100%
Land use, planning and zoning	8%	49%	32%	12%	100%
Code enforcement (weeds, abandoned buildings, etc)	13%	50%	26%	11%	100%
Animal control	19%	56%	16%	9%	100%
Economic development	8%	45%	35%	11%	100%
Health services	38%	48%	12%	2%	100%
Services to seniors	26%	56%	13%	4%	100%
Services to youth	22%	58%	15%	4%	100%
Services to low-income people	15%	44%	26%	15%	100%
Public library services	57%	37%	5%	1%	100%
Public information services	24%	57%	17%	2%	100%
Public schools	34%	52%	9%	5%	100%
Cable television	13%	41%	32%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	54%	22%	8%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Ann Arbor:	Excellent	Good	Fair	Poor	Total
Preservation of natural areas such as open space, farmlands and greenbelts	26%	49%	21%	4%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Ann Arbor	22%	62%	13%	3%	100%
The Federal Government	4%	33%	45%	18%	100%
The State Government	4%	35%	45%	16%	100%
Washtenaw County Government	9%	58%	29%	4%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Ann Arbor within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Ann Arbor in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	36%	50%	11%	4%	100%
Responsiveness	37%	41%	12%	10%	100%
Courtesy	42%	38%	13%	7%	100%
Overall impression	37%	40%	14%	8%	100%

Question 15: Government Performance					
Please rate the following categories of Ann Arbor government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Ann Arbor	9%	46%	32%	13%	100%
The overall direction that Ann Arbor is taking	10%	52%	31%	7%	100%
The job Ann Arbor government does at welcoming citizen involvement	12%	46%	31%	11%	100%
The job Ann Arbor government does at listening to citizens	9%	46%	29%	16%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Ann Arbor to someone who asks	58%	34%	5%	3%	100%
Remain in Ann Arbor for the next five years	45%	23%	13%	19%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	3%
Neutral	33%
Somewhat negative	47%
Very negative	16%
Total	100%

Question 18a: Policy Question 1						
How important do you think each of the following investments is for the City of Ann Arbor?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Investment in open space	26%	31%	28%	8%	7%	100%
Investment in children's and youth programs	36%	37%	19%	3%	5%	100%
Investment in programs for seniors	20%	37%	30%	5%	9%	100%
Investment in public safety areas like law enforcement	28%	40%	23%	4%	4%	100%
Investment in the city road system, including new and improved transportation and roads	37%	40%	19%	2%	2%	100%
Investment in recycling programs	34%	40%	21%	3%	2%	100%
Investment in maintenance of public buildings and facilities to achieve a safe, pleasant environment	22%	45%	28%	3%	3%	100%
Investment in online services	12%	26%	45%	11%	7%	100%

Question 18b: Policy Question 2	
Which resources do you rely on for news about the City of Ann Arbor? (Please check all that apply)	Percent of respondents
City of Ann Arbor Web site (www.a2gov.org)	43%
Community Television Network (CTN) government coverage	15%
City of Ann Arbor resident newsletter (A2 City News)	22%
City Council member	3%
Ann Arbor area radio stations	43%
Ann Arbor area print publications	61%
Ann Arbor area online publications	22%
None of the above	9%
Other	11%
Total may exceed 100% as respondents could select more than one option	

Question 18c: Policy Question 3						
How important are the following in relation to your quality of life in Ann Arbor?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Bike paths	23%	25%	28%	23%	1%	100%
Availability of alternate transportation	31%	29%	25%	13%	1%	100%
Recycling program	40%	35%	21%	4%	0%	100%
Increased police patrols to monitor speeding	7%	16%	35%	41%	1%	100%
Increased police presence and general safety	17%	31%	37%	14%	1%	100%
Strict code enforcement	5%	19%	44%	23%	8%	100%
Well-equipped/maintained neighborhood parks	30%	43%	24%	2%	1%	100%
Preservation of historic districts	18%	29%	39%	12%	2%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	25%
Yes, full-time	54%
Yes, part-time	21%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	52%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	14%
Walk	15%
Bicycle	5%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Ann Arbor?	Percent of respondents
Less than 2 years	24%
2 to 5 years	25%
6 to 10 years	12%
11 to 20 years	13%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	42%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	48%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	55%
Owned by you or someone in this house with a mortgage or free and clear	45%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	11%
\$600 to \$999 per month	37%
\$1,000 to \$1,499 per month	22%
\$1,500 to \$2,499 per month	20%
\$2,500 or more per month	8%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	25%
\$25,000 to \$49,999	24%
\$50,000 to \$99,999	30%
\$100,000 to \$149,000	11%
\$150,000 or more	10%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	12%
Black or African American	4%
White	82%
Other	5%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	19%
25 to 34 years	35%
35 to 44 years	13%
45 to 54 years	15%
55 to 64 years	8%
65 to 74 years	4%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	82%
Ineligible to vote	6%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	7%
Yes	85%
Ineligible to vote	8%
Total	100%

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

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

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Ann Arbor:	Excellent		Good		Fair		Poor		Don't know		Total	
	Ann Arbor as a place to live	52%	487	42%	386	5%	47	1%	7	0%	1	100%
Your neighborhood as a place to live	36%	333	50%	466	12%	114	1%	13	0%	3	100%	929
Ann Arbor as a place to raise children	42%	386	30%	274	7%	60	1%	9	21%	193	100%	922
Ann Arbor as a place to work	31%	290	41%	374	14%	130	4%	34	10%	94	100%	922
Ann Arbor as a place to retire	23%	214	22%	200	17%	155	5%	50	33%	303	100%	923
The overall quality of life in Ann Arbor	41%	382	51%	472	7%	64	1%	6	0%	4	100%	928

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Ann Arbor as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	19%	179	56%	513	20%	180	4%	35	1%	13	100%
Openness and acceptance of the community towards people of diverse backgrounds	46%	430	38%	354	10%	95	2%	22	3%	26	100%	927
Overall appearance of Ann Arbor	27%	246	59%	544	13%	124	1%	12	0%	1	100%	928
Cleanliness of Ann Arbor	30%	276	54%	504	14%	133	2%	14	0%	0	100%	928
Overall quality of new development in Ann Arbor	8%	78	39%	362	30%	276	8%	76	14%	131	100%	924
Variety of housing options	12%	108	42%	386	32%	294	9%	87	5%	49	100%	924
Overall quality of business and service establishments in Ann Arbor	22%	201	58%	529	16%	151	3%	24	1%	13	100%	919
Shopping opportunities	23%	213	48%	448	22%	205	6%	53	1%	9	100%	928
Opportunities to attend cultural activities	55%	505	30%	279	10%	96	2%	14	3%	28	100%	923
Recreational opportunities	41%	379	45%	416	10%	95	2%	22	2%	14	100%	926
Employment opportunities	10%	92	33%	306	30%	280	11%	105	15%	139	100%	923
Educational opportunities	66%	612	27%	253	4%	39	0%	3	2%	18	100%	925

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Ann Arbor as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	36%	328	47%	429	11%	103	2%	22	4%	36	100%
Opportunities to participate in religious or spiritual events and activities	31%	285	35%	327	7%	64	2%	20	25%	228	100%	923
Opportunities to volunteer	42%	384	38%	351	7%	63	1%	8	13%	118	100%	925
Opportunities to participate in community matters	23%	214	39%	356	16%	144	3%	26	19%	179	100%	918
Ease of car travel in Ann Arbor	15%	136	42%	392	29%	271	10%	96	3%	28	100%	923
Ease of bus travel in Ann Arbor	19%	179	36%	336	22%	207	5%	49	17%	154	100%	924
Ease of bicycle travel in Ann Arbor	14%	133	37%	338	22%	201	8%	70	19%	180	100%	921
Ease of walking in Ann Arbor	34%	316	50%	460	11%	105	2%	22	2%	18	100%	921
Availability of paths and walking trails	28%	264	46%	428	17%	157	3%	25	6%	53	100%	927
Traffic flow on major streets	7%	66	38%	354	39%	356	14%	133	1%	13	100%	923
Amount of public parking	10%	92	31%	284	34%	317	22%	205	3%	29	100%	927
Availability of affordable quality housing	5%	44	21%	193	39%	360	24%	219	11%	104	100%	920
Availability of preventive health services	22%	205	38%	349	15%	135	4%	41	21%	192	100%	922
Air quality	26%	239	55%	507	14%	128	1%	13	4%	37	100%	924
Quality of overall natural environment in Ann Arbor	34%	318	53%	485	11%	103	1%	8	1%	7	100%	922
Overall image or reputation of Ann Arbor	46%	422	47%	435	6%	52	1%	11	1%	5	100%	925

Question 3: Growth														
Please rate the speed of growth in the following categories in Ann Arbor over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	18	6%	54	38%	352	11%	105	4%	33	39%	366	100%
Retail growth (stores, restaurants, etc.)	3%	26	15%	141	43%	396	9%	83	3%	28	27%	252	100%	926
Jobs growth	18%	163	36%	331	9%	85	1%	6	0%	1	36%	336	100%	921

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ann Arbor?	Percent of respondents	Count
Not a problem	27%	243
Minor problem	49%	444
Moderate problem	14%	130
Major problem	2%	17
Don't know	8%	75
Total	100%	910

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Ann Arbor:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	40%	371	41%	379	10%	96	7%	61	1%	7	1%	6	100%
Property crimes (e.g., burglary, theft)	19%	175	52%	472	15%	136	11%	105	2%	17	1%	10	100%	916
Environmental hazards, including toxic waste	45%	412	34%	307	11%	98	4%	34	1%	7	6%	57	100%	915

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	83%	767	15%	138	1%	11	0%	2	0%	1	0%	0	100%
In your neighborhood after dark	35%	317	46%	420	9%	86	9%	82	1%	11	0%	2	100%	918
In Ann Arbor's downtown area during the day	76%	697	19%	170	3%	26	1%	13	1%	7	1%	6	100%	919
In Ann Arbor's downtown area after dark	26%	242	40%	371	16%	144	12%	112	2%	22	3%	28	100%	918

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	833
Yes	8%	69
Don't know	1%	8
Total	100%	911

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	32%	22
Yes	64%	45
Don't know	4%	3
Total	100%	71

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Ann Arbor?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Ann Arbor public libraries or their services	22%	201	15%	137	27%	246	17%	157	19%	174	100%
Used Ann Arbor recreation centers	44%	397	21%	189	20%	185	8%	73	8%	69	100%	913
Participated in a recreation program or activity	54%	492	25%	230	13%	117	4%	36	4%	34	100%	909
Visited a neighborhood park or City park	6%	54	13%	117	37%	332	19%	169	26%	231	100%	903
Ridden a local bus within Ann Arbor	33%	296	16%	143	15%	137	9%	82	27%	238	100%	897
Attended a meeting of local elected officials or other local public meeting	80%	733	15%	138	4%	35	1%	7	0%	1	100%	914
Watched a meeting of local elected officials or other local public meeting on cable television	64%	584	23%	211	11%	97	2%	18	1%	7	100%	916
Read Ann Arbor Newsletter	36%	326	30%	275	23%	209	4%	37	6%	58	100%	906
Visited the City of Ann Arbor Web site (at www.a2gov.org)	28%	258	29%	263	30%	271	8%	73	5%	47	100%	912
Recycled used paper, cans or bottles from your home	3%	28	2%	14	8%	75	10%	95	77%	697	100%	909
Volunteered your time to some group or activity in Ann Arbor	41%	373	25%	222	17%	155	7%	66	9%	86	100%	902
Participated in religious or spiritual activities in Ann Arbor	49%	446	14%	127	12%	106	6%	57	19%	167	100%	904
Participated in a club or civic group in Ann Arbor	61%	554	14%	128	11%	103	5%	43	9%	84	100%	912
Provided help to a friend or neighbor	6%	56	21%	195	41%	372	17%	151	16%	143	100%	917

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	11%	103
Several times a week	23%	211
Several times a month	26%	239
Once a month	11%	104
Several times a year	12%	111
Once a year or less	7%	67
Never	9%	82
Total	100%	917

Question 11: Service Quality												
Please rate the quality of each of the following services in Ann Arbor:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	18%	168	44%	401	9%	86	4%	41	24%	219	100%
Fire services	20%	186	33%	301	3%	23	0%	2	44%	400	100%	913
Ambulance or emergency medical services	25%	231	29%	268	3%	28	0%	3	42%	383	100%	913
Crime prevention	11%	99	37%	338	13%	121	3%	26	36%	324	100%	908
Fire prevention and education	11%	102	28%	254	8%	70	1%	11	52%	477	100%	913
Municipal courts	8%	73	22%	203	8%	77	2%	19	59%	542	100%	913
Traffic enforcement	13%	118	47%	426	21%	192	9%	79	10%	88	100%	903
Street repair	4%	34	26%	238	41%	373	27%	251	2%	19	100%	915
Street cleaning	12%	106	52%	479	28%	253	6%	52	3%	27	100%	916
Street lighting	12%	106	49%	448	29%	262	10%	89	2%	14	100%	918
Snow removal	9%	78	37%	342	28%	258	20%	187	6%	50	100%	916
Sidewalk maintenance	8%	73	43%	393	31%	282	15%	135	4%	32	100%	915
Traffic signal timing	7%	65	40%	366	32%	289	19%	174	2%	22	100%	915
Bus or transit services	23%	210	39%	358	13%	121	4%	40	20%	183	100%	912
Garbage collection	35%	321	52%	477	7%	64	1%	12	5%	44	100%	920

Question 11: Service Quality												
Please rate the quality of each of the following services in Ann Arbor:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Recycling	43%	394	44%	403	8%	70	3%	27	2%	22	100%	917
Yard waste pick-up	22%	200	34%	308	8%	72	3%	24	34%	310	100%	915
Storm drainage	12%	113	44%	399	13%	123	3%	24	28%	254	100%	913
Drinking water	34%	311	44%	405	16%	150	3%	32	2%	22	100%	921
Sewer services	17%	156	46%	415	11%	99	2%	16	24%	222	100%	909
Power (electric and/or gas) utility	20%	184	51%	468	18%	165	5%	44	6%	51	100%	913
City parks	50%	458	40%	367	5%	50	2%	17	3%	26	100%	918
Recreation programs or classes	25%	227	32%	288	6%	51	1%	12	37%	334	100%	912
Recreation centers or facilities	23%	209	36%	325	8%	72	1%	8	33%	296	100%	911
Land use, planning and zoning	5%	49	34%	315	22%	205	8%	76	29%	270	100%	915
Code enforcement (weeds, abandoned buildings, etc)	8%	73	32%	288	16%	149	7%	64	37%	340	100%	915
Animal control	11%	101	33%	298	9%	84	5%	50	42%	383	100%	916
Economic development	6%	56	33%	301	26%	235	8%	71	27%	250	100%	911
Health services	31%	288	39%	358	10%	89	2%	14	18%	165	100%	914
Services to seniors	10%	96	22%	204	5%	47	2%	15	60%	552	100%	914
Services to youth	11%	105	30%	274	8%	71	2%	19	49%	448	100%	916
Services to low-income people	7%	65	21%	190	12%	112	7%	63	53%	482	100%	912
Public library services	50%	462	33%	305	4%	39	1%	8	11%	104	100%	919
Public information services	17%	157	40%	367	12%	111	2%	15	29%	265	100%	914
Public schools	22%	196	33%	303	6%	54	3%	30	36%	325	100%	909
Cable television	10%	88	31%	285	24%	219	11%	98	24%	222	100%	913
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	63	26%	230	11%	94	4%	34	53%	477	100%	899
Preservation of natural areas such as open space, farmlands and greenbelts	21%	193	41%	371	17%	156	3%	31	17%	156	100%	908

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Ann Arbor	20%	184	57%	522	12%	109	2%	23	8%	71	100%
The Federal Government	3%	27	26%	238	36%	329	14%	131	20%	182	100%	907
The State Government	3%	27	28%	257	36%	328	13%	118	20%	177	100%	908
Washtenaw County Government	6%	57	40%	363	20%	179	3%	24	31%	285	100%	908

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Ann Arbor within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	50%	447
Yes	50%	449
Total	100%	896

Question 14: City Employees												
What was your impression of the employee(s) of the City of Ann Arbor in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	34%	159	48%	222	10%	48	4%	18	3%	15	100%
Responsiveness	36%	168	40%	186	12%	55	10%	45	1%	7	100%	461
Courtesy	42%	192	37%	171	13%	59	7%	32	1%	6	100%	461
Overall impression	37%	169	40%	184	14%	66	8%	37	1%	5	100%	461

Question 15: Government Performance												
Please rate the following categories of Ann Arbor government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Ann Arbor	8%	70	37%	343	26%	241	11%	99	18%	166	100%
The overall direction that Ann Arbor is taking	9%	82	47%	426	27%	251	6%	53	11%	104	100%	916
The job Ann Arbor government does at welcoming citizen involvement	9%	80	32%	296	22%	198	8%	70	30%	271	100%	914
The job Ann Arbor government does at listening to citizens	5%	49	29%	266	18%	167	10%	95	37%	338	100%	917

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Ann Arbor to someone who asks	58%	535	33%	310	5%	49	3%	24	1%	8	100%
Remain in Ann Arbor for the next five years	43%	400	22%	206	12%	114	18%	164	5%	42	100%	925

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	15
Somewhat positive	3%	26
Neutral	33%	300
Somewhat negative	47%	422
Very negative	16%	142
Total	100%	906

Question 18a: Policy Question 1												
How important do you think each of the following investments is for the City of Ann Arbor?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Investment in open space	26%	238	31%	287	28%	259	8%	72	7%	60	100%
Investment in children's and youth programs	36%	329	37%	342	19%	174	3%	25	5%	48	100%	918
Investment in programs for seniors	20%	180	37%	337	30%	276	5%	46	9%	80	100%	919
Investment in public safety areas like law enforcement	28%	261	40%	372	23%	211	4%	41	4%	34	100%	919
Investment in the city road system, including new and improved transportation and roads	37%	341	40%	365	19%	177	2%	16	2%	20	100%	919
Investment in recycling programs	34%	313	40%	365	21%	188	3%	28	2%	16	100%	910
Investment in maintenance of public buildings and facilities to achieve a safe, pleasant environment	22%	205	45%	410	28%	253	3%	25	3%	24	100%	917
Investment in online services	12%	109	26%	240	45%	410	11%	97	7%	60	100%	917

Question 18b: Policy Question 2		
Which resources do you rely on for news about the City of Ann Arbor? (Please check all that apply)	Percent of respondents	Count
City of Ann Arbor Web site (www.a2gov.org)	43%	396
Community Television Network (CTN) government coverage	15%	136
City of Ann Arbor resident newsletter (A2 City News)	22%	202
City Council member	3%	27
Ann Arbor area radio stations	43%	391
Ann Arbor area print publications	61%	558
Ann Arbor area online publications	22%	200
None of the above	9%	83
Other	11%	97
Total may exceed 100% as respondents could select more than one option		

Question 18c: Policy Question 3												
How important are the following in relation to your quality of life in Ann Arbor?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Bike paths	23%	210	25%	226	28%	261	23%	216	1%	10	100%
Availability of alternate transportation	31%	286	29%	270	25%	232	13%	124	1%	10	100%	922
Recycling program	40%	369	35%	318	21%	194	4%	38	0%	3	100%	922
Increased police patrols to monitor speeding	7%	64	16%	147	35%	320	41%	378	1%	9	100%	919
Increased police presence and general safety	17%	161	31%	287	37%	338	14%	131	1%	7	100%	923
Strict code enforcement	5%	50	19%	178	44%	401	23%	212	8%	77	100%	917
Well-equipped/maintained neighborhood parks	30%	282	43%	400	24%	222	2%	20	1%	5	100%	928
Preservation of historic districts	18%	169	29%	269	39%	355	12%	110	2%	20	100%	923

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	25%	228
Yes, full-time	54%	497
Yes, part-time	21%	196
Total	100%	922

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	52%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	14%
Walk	15%
Bicycle	5%
Work at home	7%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Ann Arbor?	Percent of respondents	Count
Less than 2 years	24%	225
2 to 5 years	25%	229
6 to 10 years	12%	113
11 to 20 years	13%	118
More than 20 years	26%	238
Total	100%	924

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	42%	384
House attached to one or more houses (e.g., a duplex or townhome)	9%	79
Building with two or more apartments or condominiums	48%	444
Mobile home	0%	4
Other	1%	12
Total	100%	923

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	55%	491
Owned by you or someone in this house with a mortgage or free and clear	45%	407
Total	100%	897

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	16
\$300 to \$599 per month	11%	98
\$600 to \$999 per month	37%	340
\$1,000 to \$1,499 per month	22%	202
\$1,500 to \$2,499 per month	20%	177
\$2,500 or more per month	8%	74
Total	100%	908

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	76%	705
Yes	24%	221
Total	100%	926

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	88%	816
Yes	12%	110
Total	100%	926

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	25%	226
\$25,000 to \$49,999	24%	211
\$50,000 to \$99,999	30%	263
\$100,000 to \$149,000	11%	100
\$150,000 or more	10%	90
Total	100%	891

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	882
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	34
Total	100%	916

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	10
Asian, Asian Indian or Pacific Islander	12%	114
Black or African American	4%	35
White	82%	747
Other	5%	41
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	19%	172
25 to 34 years	35%	322
35 to 44 years	13%	121
45 to 54 years	15%	142
55 to 64 years	8%	76
65 to 74 years	4%	41
75 years or older	5%	49
Total	100%	923

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	51%	471
Male	49%	451
Total	100%	921

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	12%	107
Yes	82%	758
Ineligible to vote	6%	56
Don't know	0%	1
Total	100%	923

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	7%	69
Yes	85%	780
Ineligible to vote	8%	72
Don't know	0%	2
Total	100%	923

## 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.

### SURVEY VALIDITY

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

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

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

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

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

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

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

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Ann Arbor were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Ann Arbor boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Ann Arbor households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Ann Arbor boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Ann Arbor. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

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

## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 17, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city administrator and mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

One hundred and three surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,897 households receiving the survey mailings, 931 completed the survey, providing a response rate of 32%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all City of Ann Arbor adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). 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.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

## SURVEY PROCESSING (DATA ENTRY)

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

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

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

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

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

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

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

Ann Arbor Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	55%	43%	55%
Own home	45%	57%	45%
Detached unit	42%	49%	42%
Attached unit	58%	51%	58%
<b>Race and Ethnicity</b>			
Not Hispanic	97%	96%	96%
Hispanic	3%	4%	4%
White	75%	80%	79%
Non-white	25%	20%	21%
<b>Sex and Age</b>			
Female	51%	60%	51%
Male	49%	40%	49%
18-34 years of age	54%	34%	54%
35-54 years of age	29%	27%	29%
55+ years of age	17%	39%	17%
Females 18-34	26%	21%	26%
Females 35-54	15%	15%	15%
Females 55+	10%	23%	11%
Males 18-34	28%	13%	28%
Males 35-54	14%	12%	14%
Males 55+	7%	16%	7%

## SURVEY DATA ANALYSIS AND REPORTING

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

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

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

### “Don’t Know” Responses

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

### Benchmark Comparisons

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

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

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

### The Role of Comparisons

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

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

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

### Comparison of Ann Arbor to the Benchmark Database

The City of Ann Arbor chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Ann Arbor Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most

questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Ann Arbor results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Ann Arbor's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

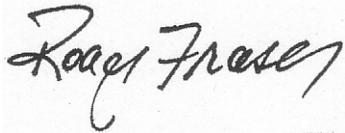
## APPENDIX C: SURVEY MATERIALS

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

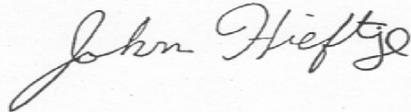
Dear City of Ann Arbor Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Ann Arbor. 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,



Roger Fraser  
City Administrator

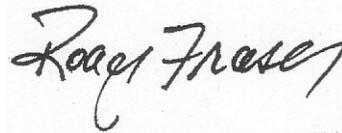


John Hieftje  
Mayor

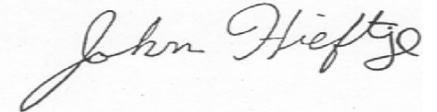
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Sincerely,



Roger Fraser  
City Administrator

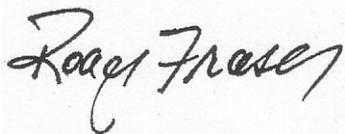


John Hieftje  
Mayor

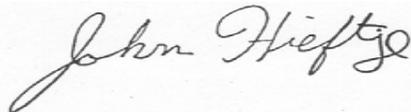
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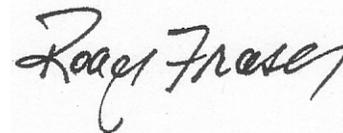


John Hieftje  
Mayor

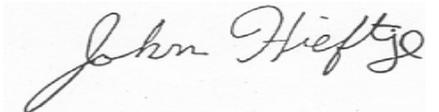
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Sincerely,



Roger Fraser  
City Administrator



John Hieftje  
Mayor



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Boulder, CO  
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City of Ann Arbor  
Communications Office  
100 N. Fifth Ave., P.O. Box 8647  
Ann Arbor, MI 48107-8647

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100 N. Fifth Ave., P.O. Box 8647  
Ann Arbor, MI 48107-8647



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Ann Arbor, MI 48107-8647



## CITY OF ANN ARBOR, MICHIGAN

100 North Fifth Ave. P.O. Box 8647

Ann Arbor, Michigan 48107-8647

Web: [www.A2Gov.org](http://www.A2Gov.org)

November 2008

Dear City of Ann Arbor resident:

You have been randomly selected to participate in the City of Ann Arbor's 2008 Citizen Survey. Your opinions about our community and municipal government as a whole are very valuable.

Please take a few minutes to fill out the enclosed survey, which features questions related to city services, operations and amenities. Your answers will help city leaders with decisions that affect our community. Please participate!

**To help us get a representative cross-section of City of Ann Arbor residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. (The year of birth does not matter.)**

Please have the appropriate member of the household answer all the questions, and return the survey in the enclosed postage-paid envelope. **Your answers will remain completely anonymous, as surveys are collected and tabulated by an outside organization.**

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 our communications office at (734) 794-6150, extension 41510.

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

Sincerely,

Roger Fraser  
City Administrator

John Hieftje  
Mayor



## CITY OF ANN ARBOR, MICHIGAN

100 North Fifth Ave. P.O. Box 8647  
Ann Arbor, Michigan 48107-8647  
Web: [www.A2Gov.org](http://www.A2Gov.org)

December 2008

Dear City of Ann Arbor resident:

About one week ago, you should have received a copy of the enclosed City of Ann Arbor 2008 Citizen Survey. You have been randomly selected to participate. **If you completed it and sent it back, we thank you for your time and ask you to discard this duplicate survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Ann Arbor wants to know your opinions about our community and municipal government as a whole.

Please take a few minutes to fill out the enclosed survey, which features questions related to city services, operations and amenities. Your answers will help city leaders with decisions that affect our community. Please participate!

**To help us get a representative cross-section of City of Ann Arbor residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. (The year of birth does not matter.)**

Please have the appropriate member of the household answer all the questions, and return the survey in the enclosed postage-paid envelope. **Your answers will remain completely anonymous, as surveys are collected and tabulated by an outside organization.**

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

Sincerely,

Roger Fraser  
City Administrator

John Hieftje  
Mayor

# The City of Ann Arbor 2008 Citizen Survey

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

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

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

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

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

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

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

**4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ann Arbor?**

- Not a problem    
  Minor problem    
  Moderate problem    
  Major problem    
  Don't know

**5. Please rate how safe or unsafe you feel from the following in Ann Arbor:**

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

**6. Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Ann Arbor's downtown area during the day.....	1	2	3	4	5	6
In Ann Arbor's downtown area 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 → Go to Question 9

**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 Ann Arbor?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Ann Arbor public libraries or their services .....	1	2	3	4	5
Used city recreation centers .....	1	2	3	4	5
Participated in a city recreation program or activity.....	1	2	3	4	5
Visited a neighborhood park or city park .....	1	2	3	4	5
Ridden a local bus within Ann Arbor .....	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
Read city Newsletter .....	1	2	3	4	5
Visited the City of Ann Arbor Web site (at www.a2gov.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Ann Arbor .....	1	2	3	4	5
Participated in religious or spiritual activities in Ann Arbor .....	1	2	3	4	5
Participated in a club or civic group in Ann Arbor .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

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

- Just about every day  
 Several times a week  
 Several times a month  
 Once a month  
 Several times a year  
 Once a year or less  
 Never

**11. Please rate the quality of each of the following services in Ann Arbor:**

	Excellent	Good	Fair	Poor	Don't know
Police services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5

# The City of Ann Arbor 2008 Citizen Survey

## 11. Please rate the quality of each of the following services in Ann Arbor:

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

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

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

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

No → Go to Question 15                       Yes → Go to Question 14

## 14. What was your impression of the employee(s) of the City of Ann Arbor in your most recent contact? (Rate each characteristic below.)

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

**15. Please rate the following categories of Ann Arbor government performance:**

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

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

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

**17. 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

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

**a. How important do you think each of the following investments is for the City of Ann Arbor?**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Investment in open space .....	1	2	3	4	5
Investment in children's and youth programs .....	1	2	3	4	5
Investment in programs for seniors .....	1	2	3	4	5
Investment in public safety areas like law enforcement and fire protection.....	1	2	3	4	5
Investment in the city road system, including new and improved transportation and roads.....	1	2	3	4	5
Investment in recycling programs .....	1	2	3	4	5
Investment in maintenance of public buildings and facilities to achieve a safe, pleasant environment .....	1	2	3	4	5
Investment in online services.....	1	2	3	4	5

**b. Which resources do you rely on for news about the City of Ann Arbor? (Please check all that apply.)**

- City of Ann Arbor Web site (www.a2gov.org)
- Community Television Network (CTN) government coverage
- City of Ann Arbor resident newsletter (A2 City News)
- City Council member
- Ann Arbor area radio stations
- Ann Arbor area print publications
- Ann Arbor area online publications
- None of the above
- Other

**c. How important are the following in relation to your quality of life in Ann Arbor?**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Bike paths .....	1	2	3	4	5
Availability of alternate transportation .....	1	2	3	4	5
Recycling program .....	1	2	3	4	5
Increased police patrols to monitor speeding.....	1	2	3	4	5
Increased police presence for general safety .....	1	2	3	4	5
Strict code enforcement.....	1	2	3	4	5
Well-equipped/maintained neighborhood parks .....	1	2	3	4	5
Preservation of historic districts .....	1	2	3	4	5

**d. Please finish this sentence: If I could change one thing about the City of Ann Arbor, it would be...**

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# The City of Ann Arbor 2008 Citizen Survey

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

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

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

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

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

**D3. How many years have you lived in Ann Arbor?**

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

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

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

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

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

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

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

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

- No     Yes

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

- No     Yes

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

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

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

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

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

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

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

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

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

**D13. What is your sex?**

- Female
- Male

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

- No
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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