

CITY OF CHESAPEAKE

**Survey of Citizens
Final Report**

November 2008

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PROCEDURAL INFORMATION

METHODOLOGY

This survey of Chesapeake residents was conducted by Continental Research Associates, Inc., a Hampton Roads marketing research firm. A total of 308 interviews were completed by telephone from October 9th through November 6th (excluding Presidential debate evenings and Election Day). The objective of this study was to learn how Chesapeake residents feel about their community and the services provided by the City. Similar studies have been performed since 1998, with the most recent study being in 2007.

Continental Research and representatives from the City of Chesapeake met to discuss the 2008 survey's goals and objectives. During that meeting, the City decided to continue with the "Gap Analysis" approach to measure the City's ability to meet citizen expectations. Many items from the 2007 survey instrument were retained, some were modified, and new questions were added. To be considerate of each citizen's time, the goal was to construct a questionnaire that would require 12 - 14 minutes to administer by phone.

Screening questions were placed at the beginning of the survey: 1) to verify that each participant was over age 18, and 2) to eliminate business phone numbers. A "length of residence in Chesapeake" item also confirmed that the person actually lived in Chesapeake. Working from general to specific, the survey began with an open-ended question asking residents to name the most important problem or greatest need facing the City of Chesapeake today. This was followed by a measure of their overall satisfaction with City services.

As part of the Gap Analysis, the survey included a series of questions rating the importance of and satisfaction with various City services/attributes: the public school system, parks and recreation areas, police services, fire services, the public library system, City trash collection, recycling services, rain water drainage in the City, traffic flow on City roadways, the maintenance of City roads, the maintenance of City bridges, human service programs, the quality of the drinking water, keeping residents informed about City services and activities, and whether citizens have an opportunity to share their ideas before the City makes important decisions.

Another section of the survey was dedicated to budget-related items. Two open-ended questions were included, asking residents to name one thing the City should spend less on and one thing they should spend more on in the next budget cycle. Then, a series of questions were asked to see if residents want the City to spend more, the same, or less money: to improve traffic flow on City streets, for roads and road maintenance, for bridge maintenance, to deal with rain water drainage, for public safety, for parks and recreation, for programs and activities for teenagers, for the public library system, and for economic development. After the entire series was complete, follow-up questions were asked of those who said more money should be spent to determine whether they would still say "more" if that cost *increased* their property taxes. (For clarity, this was a departure from the 2007 survey wording which referred to the cost *affecting* property taxes.)

METHODOLOGY (cont'd)

Residents were also asked if they had watched any programs on WCTV-48, whether they would be willing to pay \$7.75/mo. per household for an expanded recycling program, and a series of demographic questions (i.e., age, the neighborhood area closest to their home, income, ethnic origin, and gender). The draft questionnaire was presented to and approved by the City of Chesapeake.

As is customary, the survey was pre-tested by senior staff members on a sub-sample of 33 Chesapeake residents. This helps identify any wording difficulties or sequencing problems and may suggest design or format changes that could improve the flow of the interview. Only minor changes were made as a result of this pre-test. The final version of the questionnaire took approximately 20 minutes to administer. Although this is a long survey, many residents who were contacted were eager to participate. (A copy of the final survey instrument is included in the Appendix of this report.)

The list of randomly-selected Chesapeake households was generated by Continental Research using an in-house, copyrighted computer program. The software also uses a two-digit, randomizing technique to alter each telephone number so that both new residents and unlisted numbers will be included in the sample frame. The resulting phone numbers are then screened to eliminate businesses and non-working numbers.

Seven staff data collectors conducted the interviews. Each had extensive training and several years of experience prior to this project. Several team members had worked on other City of Chesapeake surveys. A briefing session was held by the Sr. Project Manager. Detailed instructions for using the questionnaire were presented, and current issues relating to Chesapeake (e.g., the possible bridge closing) were discussed. Each person role-played with the questionnaire to practice the proper technique for administering the interviews verbatim and test various types of probes.

The telephone contacts originated from the Continental Research offices in Norfolk. Initial contacts were made between 5:15 and 9:15 p.m. on Monday through Thursday and from 4:00 to 9:00 p.m. on Sunday. These interviewing times are the most productive and ensure the inclusion of both working and non-working adults. If a respondent asked to be called back at a later date or time, an appointment system was used to accommodate his schedule.

To minimize the bias caused by females answering the phone more frequently, a statistical technique was used to select the adult in the household who would be asked to participate. And, the interviewers attempted to reach each person selected for inclusion in the study at least six times (on different days) before a substitute phone number was chosen.

All 308 survey participants were heads of households in Chesapeake who were over the age of 18. Their responses were entered directly into the computer using Computer-Assisted Telephone Interviewing (CATI) technology. A supervisor was present at all times to electronically monitor the interviewers' work. He listened to both sides of the conversation and visually observed the

METHODOLOGY (cont'd)

recording of all answers on a computer monitor (via Dameware software). Over 38% of all interviews were fully monitored, and an additional 25% were partially monitored by a supervisor. This is far in excess of the 5-10% industry standard for validation.

At the end of each shift, a de-briefing session was held to discuss the survey's progress and how citizens were responding to the questions. These meetings provide anecdotal information that is useful when interpreting the tabulated findings. They also help to identify whether any current events may be impacting the survey results.

Each morning, the prior night's interviews were removed from the CATI system and added to an SPSS (Statistical Package for the Social Sciences) system file. They were read for completeness and the open-ended answers were analyzed, grouped into categories, and assigned a numeric code. A detailed computer program was then written to tabulate the findings. Upon completion, the surveys were analyzed using SPSS. The findings from the 2008 survey are displayed on the following pages (in near-questionnaire order). Tracking data are provided under separate cover.

MARGIN OF ERROR

Because random selection was used to create the sample of households for this study, the results represent Chesapeake households well. The term "Margin of Error" refers to the difference between what the survey found and what one would get if a complete census of Chesapeake households had been conducted. With a sample of 308 randomly-selected residents, any percentage in this report that is near 50% would be accurate within ± 5.58 percentage points. If a figure in this report is above or below 50%, the Margin of Error is smaller, which is better (see chart below).

If the reported percentage =	The Margin of Error =
99%	$\pm 1.11\%$
95%	$\pm 2.43\%$
90%	$\pm 3.35\%$
80%	$\pm 4.47\%$
70%	$\pm 5.12\%$
60%	$\pm 5.47\%$
-----	-----
50% - Highest Margin of Error -	$\pm 5.58\%$
40%	$\pm 5.47\%$
30%	$\pm 5.12\%$
20%	$\pm 4.47\%$
10%	$\pm 3.35\%$
5%	$\pm 2.43\%$
1%	$\pm 1.11\%$

EXECUTIVE SUMMARY

This 2008 survey of Chesapeake residents was performed by Continental Research, a local full-service marketing research firm. Telephone interviews were conducted with 308 randomly-selected households from October 9th through November 6th. A scripted questionnaire was used to measure attitudes toward City services, programs, and characteristics.

Most Important Problem or Greatest Need Facing Chesapeake

The survey began by asking residents to name the single most important problem or greatest need facing the City of Chesapeake today. A wide variety answers were offered, ranging from property taxes being too high to a desire for more code enforcement. The top areas of concern were (see pgs. 13-14 for a complete list):

Table 1

MOST Important Problem or Greatest Need Facing Chesapeake Today:	Percent Who Mentioned
Property taxes are too high	13.3%
Issues with roads (maintenance/condition/need more/build faster)	13.0%
Traffic congestion/delays	12.0%
Too much growth/Need better planning for growth	8.1%
School crowding/Need to build more schools	6.5%
Bridges are old and need better maintenance	5.5%
Other school issues (safety/class sizes/need more funding)	4.2%
Other concerns (detailed in this report)	32.1%
Everything is fine	5.2%

Overall Rating of City Services

Each respondent was asked if, overall, he or she is Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the services provided by the City. By combining the Very Satisfied and Satisfied responses, we find that 88.3% of Chesapeake residents are satisfied with City services (see pg. 15).

EXECUTIVE SUMMARY (cont'd)

Importance Ratings

Next, residents were asked to rate the importance of 15 City services using a 1 to 5 numeric scale, where 1 means Not Important and 5 means Extremely Important (see pgs. 16-20). This metric was used by the City because it feeds into the Gap Analysis (see pgs. 7-8 and pgs. 32-36). The 15 City services are shown below in descending order based on the service that has the highest average importance rating.

Table 2

Importance of:	Avg. Rating*
Fire services	4.84
Police services	4.80
Maintaining City bridges	4.75
Maintaining City roads	4.66
Citizens having an opportunity to share their ideas/opinions before the City makes important decisions	4.56
Improving the traffic flow on City roadways	4.56
The quality of the drinking water	4.54
Trash collection	4.53
The public school system in Chesapeake	4.48
Human service programs for needy or disabled residents, the elderly, & people with substance abuse problems	4.21
Keeping residents informed about City services & activities	4.11
The rain water drainage from City streets	4.01
The Chesapeake public library system	3.99
The City's recycling services	3.91
The City's parks, recreation areas, & community centers	3.89

*Out of a possible 5.00, where 1 = Not Important and 5 = Extremely Important

Looking at the "Importance" table above, the ratings ranged from 3.89 to 4.84 on a five-point scale. Certain City services typically rise toward the top of the "Importance" chart. Those providing essential services (i.e., fire and police services) tend to be viewed as more important than items that may be seen as discretionary.

EXECUTIVE SUMMARY (cont'd)

Satisfaction Ratings for City Services

Respondents were also asked about their satisfaction with the same 15 City services on a scale where 1 means Not Satisfied and 5 means Extremely Satisfied (see pgs. 24-28). The average satisfaction ratings are displayed below in descending order.

Table 3

Satisfaction with:	Avg. Rating*
Fire services	4.52
Police services	4.21
The Chesapeake public library system	4.13
The trash collection	4.09
The public school system in Chesapeake	3.81
The City's parks, recreation areas, & community centers	3.61
The City's recycling services	3.51
The human service programs for needy or disabled residents, the elderly, & people with substance abuse problems	3.34
The rain water drainage from City streets	3.29
The quality of the drinking water	3.27
Citizens having the opportunity to share their ideas or opinions before the City makes important decisions	3.25
How the City keeps residents informed about City services & activities	3.22
Maintenance of City roads	2.75
Maintenance of City bridges	2.70
The traffic flow on City roadways	2.69

*Out of a possible 5.00, where 1 = Not Satisfied and 5 = Extremely Satisfied

EXECUTIVE SUMMARY

Gap Analysis

A special analysis was then performed to calculate the difference between the City's performance and citizens' expectations on the 15 City services. This difference is referred to as the "Gap." The customary calculation for a Gap Analysis involves subtracting the percentage of people who said a particular item was Extremely Important (those who rated the importance as a "5") from the percent who were Extremely Satisfied (those who gave a satisfaction rating of "5").

A positive "Gap" indicates that the City is exceeding citizens' expectations, a negative "Gap" occurs when performance does not meet expectations, and a result close to zero suggests equilibrium between expectations and performance. Naturally, very large negative "Gaps" indicate a need for further study and analysis.

Table 4 on the following page will present the results of the Gap Analysis. The "Gaps" are arranged in the order of importance as perceived by the citizens (i.e., Fire Services were thought to be the most important service). The number to the right is the actual "Gap" in performance associated with that service.

To demonstrate the "Gap" calculation, we can examine Fire Services. Here, 87.0% said it was Extremely Important (rated it as a 5), and 59.7% said they were Extremely Satisfied (rated it as a 5) with it (see pg. 33). By subtracting 87.0% (importance) from 59.7% (satisfaction), we find a "Gap" of -27.3. As you might imagine, "Gaps" can range from 0 to 100 (percentage points) and can be either positive or negative.

Because these are sequenced by importance, a large negative "Gap" in performance that occurs near the top of the Gap Analysis chart may be worthy of more attention than a similar negative "Gap" found lower in the table. When using the "5" scores (on a five-point scale), small "Gaps" (ranging from -25 to +25) are relatively common. Most communities tend to focus on the items that generate larger deviations. Of particular interest are the three largest negative "Gaps," those relating to: a) bridge maintenance b) road maintenance, and c) traffic flow.

EXECUTIVE SUMMARY (cont'd)

Gap Analysis (cont'd)

Table 4

City Service: (In order of importance based on % who said importance = "5")	"Gap" (Satis. - Imp.)
Fire services	-27.3
Police services	-39.9
Maintenance of City bridges	-75.9
The public school system in Chesapeake	-45.5
The quality of the drinking water	-57.1
Maintenance of City roads	-69.2
(Improving) traffic flow on City roadways	-66.3
Citizens having the opportunity to share their ideas or opinions before the City makes important decisions	-52.3
Trash collection	-18.5
Human service programs for needy or disabled residents, the elderly, & people with substance abuse problems	-39.9
Keeping residents informed about City services & activities	-29.2
The rain water drainage from City streets	-25.0
The City's recycling services	-10.1
The City's parks, recreation areas, & community centers	-15.2
The Chesapeake public library system	+ 6.8

Later in this report, the "Gaps" are presented in greater detail (see pgs. 32-34). Since a five-point, numeric scale was used, an alternate method of calculating the "Gaps" can also be used. In the alternate analysis, both the "5" and the "4" scores can be included in the calculation (as opposed to using only the "5" ratings) (see pgs. 35-36).

EXECUTIVE SUMMARY (cont'd)

The Budget

Next, Chesapeake residents were asked to name one thing they think the City should spend LESS on when preparing the next budget. While over half of the people surveyed (57.1%) were not able to recommend a specific cut, the remaining 42.9% mentioned a wide variety of ways the City could save money. The top nine responses are displayed in Table 5. A complete list of suggestions can be found on pgs. 38-39.

Table 5

What the City should spend LESS on: (Top 9 Responses)	Percent Who Mentioned
I don't know specifically what to cut to really help out	57.1%
High level administrators' salaries	3.6%
Cut back on spending for parks	3.6%
Cut back on welfare programs & payments	3.2%
Eliminate subsidies for developers	2.3%
Elected officials' compensation	1.9%
Entertainment & meal expenses for out-of-town travel & meetings	1.9%
Eliminate recycling	1.9%
Eliminate cars for City employees/off-duty use of cars by police	1.9%

When asked to name one thing the City should spend MORE on, almost everyone was able to come up with a suggestion. Spending more to improve the schools and spending more on road maintenance were mentioned most often (see pg. 40). Table 6 shows the 9 most popular answers.

Table 6

What the City should spend MORE on: (Top 9 Responses)	Percent Who Mentioned
Improve school quality/Add more technology/More teachers	17.5%
Road maintenance	16.9%
Maintaining both roads & bridges	6.2%
Build more schools	5.8%
Pay teachers more	5.5%
Widening roads	5.5%
Roads (in general)	5.5%
More police presence	3.9%
More help for the elderly & disabled	3.6%

EXECUTIVE SUMMARY (cont'd)

The Budget (cont'd)

To be more specific, residents were then asked if the City's next budget should allocate more, the same, or less money for certain City services. And, for those residents who thought the City should spend more money in an area, a follow-up question was later asked to see if they would still say "more" if that cost increased their property taxes (see pgs. 41-43). The results are summarized in the chart below.

Clearly, public safety is important to Chesapeake residents, with 45.1% saying the City should spend more even if the cost increased their property taxes. While residents were more divided over spending increases for traffic flow, City roads, bridge maintenance, and programs and activities for teenagers, a substantial percentage still would be willing to help pay for these increases. Areas where residents are more likely to think the City is spending the "right amount" include: the public library system, rain water drainage, and parks and recreation.

Budget Item:	<u>Spend MORE Even if Cost Increases My Prop. Taxes</u>	<u>Spend MORE But Not if the Cost Increases My Prop. Taxes</u>	<u>Spend the SAME Amount of Money</u>	<u>Spend LESS Money</u>	<u>Overall</u>
Traffic flow improvement	35.1%	31.5%	32.1%	1.3%	100%
City roads & road maintenance	32.1%	32.5%	34.1%	1.3%	100%
Bridge maintenance	39.3%	31.5%	29.2%	0.0%	100%
Rain water drainage issues	13.3%	10.7%	59.4%	16.6%	100%
Public safety	45.1%	21.1%	32.5%	1.3%	100%
Parks & recreation	14.9%	10.7%	55.8%	18.5%	100%
Pgms. & activities for teenagers	31.5%	21.8%	39.6%	7.1%	100%
Chesapeake public library system	10.4%	7.8%	72.7%	9.1%	100%
Economic development	14.9%	22.7%	48.1%	14.3%	100%

NOTE: The percentages in this table total horizontally to 100%.

EXECUTIVE SUMMARY (cont'd)

An Expanded Recycling Program

Earlier, respondents were asked to rate the importance of and their satisfaction with the City's recycling services (see pg. 33). The importance of recycling was rated a "5" (Extremely Important) by 38.3% of the respondents, and the percentage who rated their satisfaction with the recycling services a "5" (Extremely Satisfied) was 28.2%. This yields a "Gap" of -10.1 percentage points, suggesting that the City is generally meeting citizen expectations. (As an aside, the alternate calculation of the "Gap" is -16.0 if you combine the "4" and "5" responses - see pg. 35.)

The survey included a more detailed question about recycling (see pg. 44) where the following prelude was read:

"It has been suggested that Chesapeake expand the curbside recycling program so residents would have the larger 90-gallon wheeled container and they could recycle a wider variety of materials. Naturally, this would cost more."

Then, each respondent was asked:

"If an expanded recycling service with bi-weekly pickup cost each household \$7.75 per month, would you want the recycling program to be expanded, or not?"

Although 32.1% of the households surveyed said they would be willing to pay \$7.75 per month for the expanded service, two-thirds (67.9%) would not. Given the current economic conditions, many residents were hesitant to sign up for any "extras."

Demographics

A broad cross-section of residents, both new and longstanding, participated in this important study. All regions of the City were surveyed (see pg. 37 and pgs. 45-47):

Avg. (mean) number of years lived in Chesapeake	23.5 years
% residing in Chesapeake for fewer than five years	10.4%
% who have watched programs on Channel 48	44.2%
Avg. (mean) age	49.9 years old
% of respondents under age 50	51.3%
% who are Caucasian	66.2%
% who are African American	28.9%
% who are male	47.1%
% who are female	52.9%
Avg. (mean) yearly household income	\$68,626
Median yearly household income	\$65,535

EXECUTIVE SUMMARY (cont'd)

Conclusion

The 2008 City of Chesapeake Survey of Citizens was expanded to measure a variety of new items (for which no tracking data are available). The intent was to learn what is currently important to residents and solicit suggestions for the upcoming budget cycle, while continuing to monitor “customer satisfaction.” If this measurement system is used in future years, the addition of tracking data will make it even more useful.

A few tracking items are now available. A global “quality of life” measure has been used since 1999, employing a 4-point bipolar word scale. It produced favorable results consistent with prior years, as satisfaction with the overall quality of life in Chesapeake remains near 90%. Also, the percentage who have watched WCTV-48, the City’s cable TV channel (now available on-line through video on demand), is 44.2%, an increase of over 7% since 2007.

The questions about Importance and Satisfaction with respect to City services have been tracked only since 2007. As such, we see no linear change or areas of concern. It is clear that residents continue to enjoy a very high quality of life in Chesapeake, even during challenging economic times. They report high levels of satisfaction with most City services and characteristics, perhaps with a little less enthusiasm than we saw in 2007, but high nonetheless.

Of course, there were a few areas that rated lower than the others. While traffic flow, roads, and bridges remain near the bottom of the list, these are issues that cannot be solved quickly. Both issues related to growth and an aging infrastructure are tremendous challenges. Our research throughout the region suggests that traffic flow concerns will continue to be a problem for years to come.

More important than individual ratings is the “Gap” between residents’ priorities and the City’s performance. The “Gaps” ranged from +6.8 (where the Chesapeake library system continues to exceed expectations) to -75.9 (where expectations greatly exceed performance with respect to the maintenance of City bridges). By evaluating these “Gaps” and looking at residents’ “willingness to pay” for certain improvements, City leaders can better focus on issues that matter to the public.

RESULTS

MOST IMPORTANT PROBLEM OR GREATEST NEED

Q3 - Considering what's important to you personally, what is the single MOST important problem or greatest need facing the City of Chesapeake today?

	<u>Number</u>	<u>Percentage</u>
Property taxes are too high	41	13.3%
Issues with roads (maintenance/condition/need more/build faster)	40	13.0%
Traffic congestion/delays	37	12.0%
Too much growth/Need better planning for growth	25	8.1%
School crowding/Need to build more schools	20	6.5%
Bridges are old and need better maintenance	17	5.5%
Other school issues (safety/class sizes/need more funding)	13	4.2%
There's too much crime/Fear of crime/Fear of gangs	9	2.9%
Closing the Jordan Bridge will cause serious traffic delays	9	2.9%
Poor water quality or taste	8	2.6%
The City needs other sources of revenue	8	2.6%
Need more police presence	6	1.9%
The cost of living is too high	6	1.9%
Just improve the efficiency of government	5	1.6%
Drainage problems (ditches and on roadways)	4	1.3%
Need to expand or improve City services	4	1.3%
There's not enough affordable housing	4	1.3%
Keep our youth busy and out of trouble	3	1.0%
Need more public transportation	3	1.0%
Need to find a way to reduce gasoline prices in Chesapeake	3	1.0%
Improve the trash collection program	3	1.0%

(continued)

MOST IMPORTANT PROBLEM OR GREATEST NEED

Q3 - Considering what's important to you personally, what is the single MOST important problem or greatest need facing the City of Chesapeake today? (continued)

	<u>Number</u>	<u>Percentage</u>
There needs to be more focus on environmental issues	3	1.0%
Need better mosquito control	2	0.6%
We need better elected officials	2	0.6%
There are not enough jobs/good jobs	2	0.6%
Need to pay City employees more	2	0.6%
Concerns about excessive building on green space	2	0.6%
Need another hospital	1	0.3%
There's not enough code enforcement	1	0.3%
There are not enough cultural events and activities	1	0.3%
There's not enough street lighting	1	0.3%
The trash collection system has too many rules	1	0.3%
They charge too much to hook up to City water	1	0.3%
Need more help for seniors	1	0.3%
Improve the recycling program	1	0.3%
Need to recover faster after a storm	1	0.3%
Avoid the negative publicity that reflects poorly on our City	1	0.3%
Bring light rail into Chesapeake	1	0.3%
I think everything is fine	<u>16</u>	<u>5.2%</u>
	308	100.0%

OVERALL SATISFACTION WITH CITY SERVICES

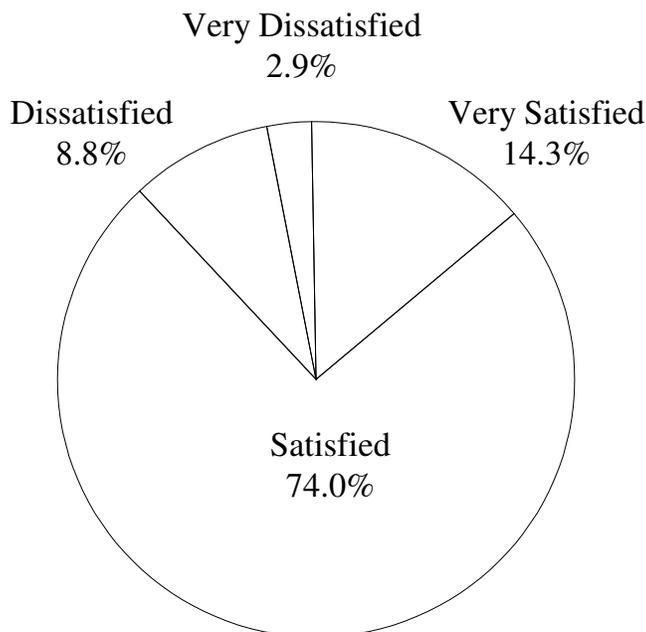
Q4 - Thinking of your overall satisfaction with City services, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	44	14.3%
Satisfied	228	74.0%
Dissatisfied	27	8.8%
Very Dissatisfied	<u>9</u>	<u>2.9%</u>
	308	100.0%

Overall Percent Who Are Satisfied = 88.3%

Mean (Average) = 3.00 (n=308)

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied



IMPORTANCE RATINGS

Q5 - When you think of the City services provided to Chesapeake residents, I'm sure some are more important to you than others. When you tell me how IMPORTANT the item is, we'll use a scale where 1 means Not Important and 5 means Extremely Important, and you can use any number from 1 to 5. In your opinion, how important is the public school system in Chesapeake?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	231	75.0%
4	32	10.4%
3	24	7.8%
2	4	1.3%
1 Not Important	<u>17</u>	<u>5.5%</u>
	308	100.0%

Mean (Average) = 4.48 (n=308)

Q6 - How important are the City's parks, recreation areas, and community centers?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	114	37.0%
4	93	30.2%
3	70	22.7%
2	16	5.2%
1 Not Important	<u>15</u>	<u>4.9%</u>
	308	100.0%

Mean (Average) = 3.89 (n=308)

Q7 - How important are police services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	257	83.4%
4	43	14.0%
3	6	1.9%
2	2	0.6%
1 Not Important	<u>0</u>	<u>0.0%</u>
	308	100.0%

Mean (Average) = 4.80 (n=308)

IMPORTANCE RATINGS

Q8 - Using a scale where 1 means Not Important and 5 means Extremely Important, how important are fire services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	268	87.0%
4	34	11.0%
3	4	1.3%
2	2	0.6%
1 Not Important	<u>0</u>	<u>0.0%</u>
	308	100.0%

Mean (Average) = 4.84 (n=308)

Q9 - How important is the Chesapeake public library system?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	108	35.1%
4	115	37.3%
3	65	21.1%
2	13	4.2%
1 Not Important	<u>7</u>	<u>2.3%</u>
	308	100.0%

Mean (Average) = 3.99 (n=308)

Q10 - How important is trash collection?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	191	62.0%
4	95	30.8%
3	18	5.8%
2	3	1.0%
1 Not Important	<u>1</u>	<u>0.3%</u>
	308	100.0%

Mean (Average) = 4.53 (n=308)

IMPORTANCE RATINGS

Q11 - Using a scale where 1 means Not Important and 5 means Extremely Important, how important are the City's recycling services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	118	38.3%
4	99	32.1%
3	53	17.2%
2	21	6.8%
1 Not Important	17	5.5%
	308	100.0%

Mean (Average) = 3.91 (n=308)

Q12 - How important is the rain water drainage from City streets?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	128	41.6%
4	101	32.8%
3	46	14.9%
2	21	6.8%
1 Not Important	12	3.9%
	308	100.0%

Mean (Average) = 4.01 (n=308)

Q13 - How important is improving the traffic flow on City roadways?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	214	69.5%
4	60	19.5%
3	27	8.8%
2	6	1.9%
1 Not Important	1	0.3%
	308	100.0%

Mean (Average) = 4.56 (n=308)

IMPORTANCE RATINGS

Q14 - Using a scale where 1 means Not Important and 5 means Extremely Important, how important is maintaining City roads?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	221	71.8%
4	73	23.7%
3	11	3.6%
2	2	0.6%
1 Not Important	<u>1</u>	<u>0.3%</u>
	308	100.0%

Mean (Average) = 4.66 (n=308)

Q15 - How important is maintaining the City's bridges?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	249	80.8%
4	44	14.3%
3	14	4.5%
2	0	0.0%
1 Not Important	<u>1</u>	<u>0.3%</u>
	308	100.0%

Mean (Average) = 4.75 (n=308)

Q16 - How important are human service programs for needy or disabled residents, the elderly, and people with substance abuse problems?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	162	52.6%
4	74	24.0%
3	57	18.5%
2	5	1.6%
1 Not Important	<u>10</u>	<u>3.2%</u>
	308	100.0%

Mean (Average) = 4.21 (n=308)

IMPORTANCE RATINGS

Q17 - Using a scale where 1 means Not Important and 5 means Extremely Important, how important is the quality of the drinking water?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	227	73.7%
4	43	14.0%
3	26	8.4%
2	2	0.6%
1 Not Important	10	3.2%
	308	100.0%

Mean (Average) = 4.54 (n=308)

Q18 - How important is keeping residents informed about City services and activities?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	130	42.2%
4	100	32.5%
3	63	20.5%
2	13	4.2%
1 Not Important	2	0.6%
	308	100.0%

Mean (Average) = 4.11 (n=308)

Q19 - How important is citizens having an opportunity to share their ideas or opinions before the City makes important decisions?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Important	207	67.2%
4	70	22.7%
3	28	9.1%
2	3	1.0%
1 Not Important	0	0.0%
	308	100.0%

Mean (Average) = 4.56 (n=308)

SUMMARY TABLE: IMPORTANCE
(In descending order based on the first column)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important (fill in) ?

	% Who Rated Importance as a “5”	% Who Rated Importance as a “4” or “5”
... are fire services (Q8)	87.0%	98.1%
... are police services (Q7)	83.4%	97.4%
... is maintaining the City’s bridges (Q15)	80.8%	95.1%
... is the public school system in Chesapeake (Q5)	75.0%	85.4%
... is the quality of the drinking water (Q17)	73.7%	87.7%
... is maintaining City roads (Q14)	71.8%	95.5%
... is improving the traffic flow on City roadways (Q13)	69.5%	89.0%
... is citizens having an opportunity to share their ideas or opinions before the City makes important decisions (Q19)	67.2%	89.9%
... is trash collection (Q10)	62.0%	92.9%
... are human service programs for needy or disabled residents, the elderly, and people with substance abuse problems (Q16)	52.6%	76.6%
... is keeping residents informed about City services and activities (Q18)	42.2%	74.7%
... is the rain water drainage from City streets (Q12)	41.6%	74.4%
... are the City’s recycling services (Q11)	38.3%	70.5%
... are the City’s parks, recreation areas, and community centers (Q6)	37.0%	67.2%
... is the Chesapeake public library system (Q9)	35.1%	72.4%
	(n=308)	(n=308)

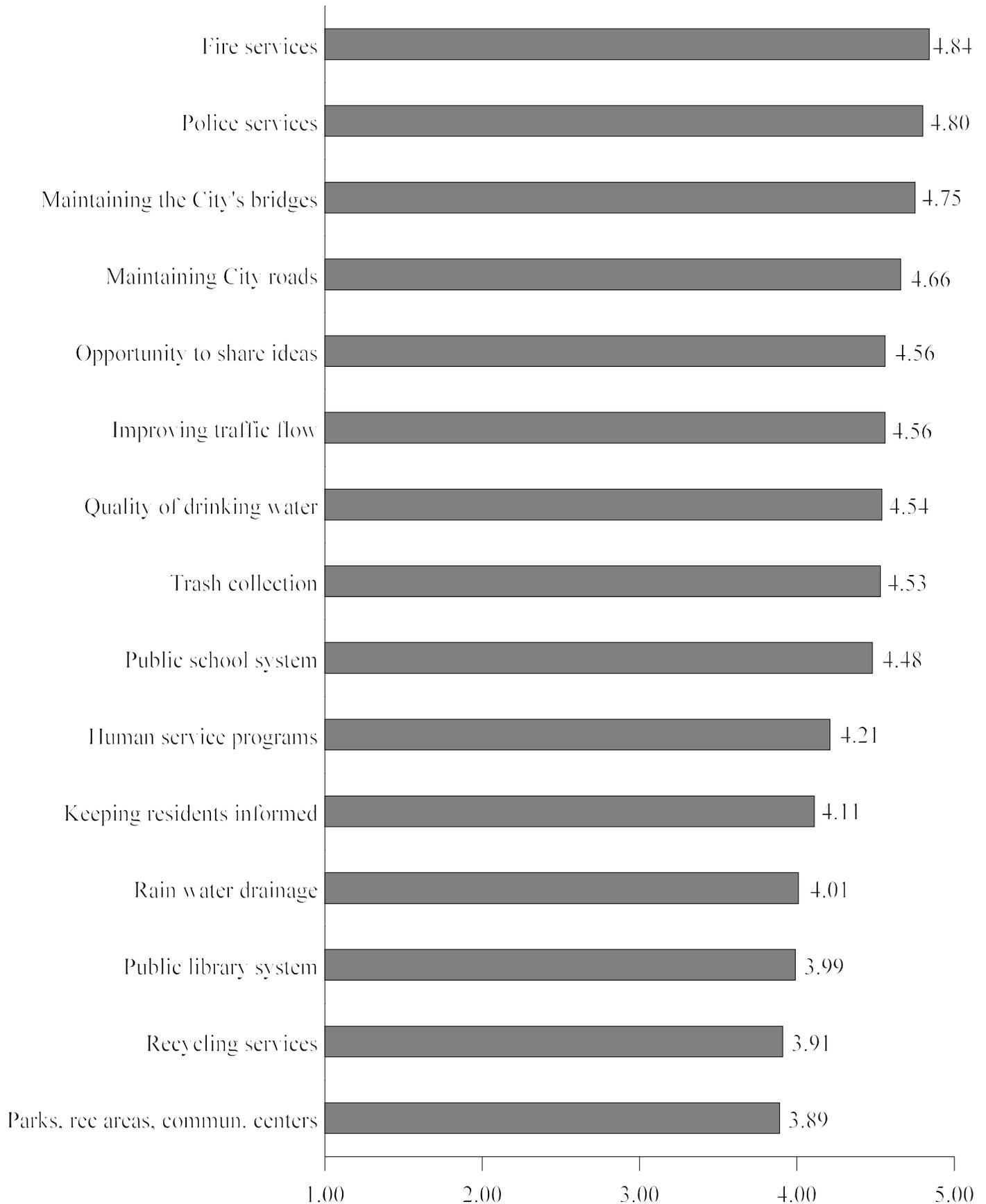
**SUMMARY TABLE: AVERAGE IMPORTANCE RATINGS
(In descending order)**

Using a scale where 1 means Not Important and 5 means Extremely Important, how important (fill in) ?

	Avg. Importance <u>Rating</u>
... are fire services (Q8)	4.84 (out of a 5.00)
... are police services (Q7)	4.80
... is maintaining the City's bridges (Q15)	4.75
... is maintaining City roads (Q14)	4.66
... is citizens having an opportunity to share their ideas or opinions before the City makes important decisions (Q19)	4.56
... is improving the traffic flow on City roadways (Q13)	4.56
... is the quality of the drinking water (Q17)	4.54
... is trash collection (Q10)	4.53
... is the public school system in Chesapeake (Q5)	4.48
... are human service programs for needy or disabled residents, the elderly, and people with substance abuse problems (Q16)	4.21
... is keeping residents informed about City services and activities (Q18)	4.11
... is the rain water drainage from City streets (Q12)	4.01
... is the Chesapeake public library system (Q9)	3.99
... are the City's recycling services (Q11)	3.91
... are the City's parks, recreation areas, and community centers (Q6)	3.89
	(n=308)

Scale: 5 = Extremely Important
4
3
2
1 = Not Important

See graphic representation on the next page.

AVERAGE IMPORTANCE RATINGS FOR 15 CITY SERVICES**(Scale: 1 = Not Important 5 = Extremely Important)**

SATISFACTION RATINGS

Q20 - Now, we'd like to measure your satisfaction with certain City services. We'll be using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied... and you can use any number from 1 to 5. How satisfied are you with the public school system in Chesapeake?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	91	29.5%
4	106	34.4%
3	84	27.3%
2	16	5.2%
1 Not Satisfied	<u>11</u>	<u>3.6%</u>
	308	100.0%
Mean (Average) = 3.81 (n=308)		

Q21 - How satisfied are you with the City's parks, recreation areas, and community centers?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	67	21.8%
4	99	32.1%
3	109	35.4%
2	21	6.8%
1 Not Satisfied	<u>12</u>	<u>3.9%</u>
	308	100.0%
Mean (Average) = 3.61 (n=308)		

Q22 - How satisfied are you with the police services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	134	43.5%
4	112	36.4%
3	55	17.9%
2	6	1.9%
1 Not Satisfied	<u>1</u>	<u>0.3%</u>
	308	100.0%
Mean (Average) = 4.21 (n=308)		

SATISFACTION RATINGS

Q23 - Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the fire services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	184	59.7%
4	103	33.4%
3	18	5.8%
2	2	0.6%
1 Not Satisfied	<u>1</u>	<u>0.3%</u>
	308	100.0%

Mean (Average) = 4.52 (n=308)

Q24 - How satisfied are you with the Chesapeake public library system?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	129	41.9%
4	102	33.1%
3	68	22.1%
2	7	2.3%
1 Not Satisfied	<u>2</u>	<u>0.6%</u>
	308	100.0%

Mean (Average) = 4.13 (n=308)

Q25 - How satisfied are you with the trash collection?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	134	43.5%
4	104	33.8%
3	43	14.0%
2	18	5.8%
1 Not Satisfied	<u>9</u>	<u>2.9%</u>
	308	100.0%

Mean (Average) = 4.09 (n=308)

SATISFACTION RATINGS

Q26 - Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the City's recycling services?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	87	28.2%
4	81	26.3%
3	74	24.0%
2	35	11.4%
1 Not Satisfied	<u>31</u>	<u>10.1%</u>
	308	100.0%

Mean (Average) = 3.51 (n=308)

Q27 - How satisfied are you with the rain water drainage from City streets?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	51	16.6%
4	94	30.5%
3	91	29.5%
2	36	11.7%
1 Not Satisfied	<u>36</u>	<u>11.7%</u>
	308	100.0%

Mean (Average) = 3.29 (n=308)

Q28 - How satisfied are you with the traffic flow on City roadways?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	10	3.2%
4	57	18.5%
3	127	41.2%
2	54	17.5%
1 Not Satisfied	<u>60</u>	<u>19.5%</u>
	308	100.0%

Mean (Average) = 2.69 (n=308)

SATISFACTION RATINGS

Q29 - Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the maintenance of City roads?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	8	2.6%
4	73	23.7%
3	110	35.7%
2	67	21.8%
1 Not Satisfied	<u>50</u>	<u>16.2%</u>
	308	100.0%

Mean (Average) = 2.75 (n=308)

Q30 - How satisfied are you with the maintenance of City bridges?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	15	4.9%
4	62	20.1%
3	114	37.0%
2	51	16.6%
1 Not Satisfied	<u>66</u>	<u>21.4%</u>
	308	100.0%

Mean (Average) = 2.70 (n=308)

Q31 - How satisfied are you with the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	39	12.7%
4	94	30.5%
3	127	41.2%
2	30	9.7%
1 Not Satisfied	<u>18</u>	<u>5.8%</u>
	308	100.0%

Mean (Average) = 3.34 (n=308)

SATISFACTION RATINGS

Q32 - Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the quality of the drinking water?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	51	16.6%
4	92	29.9%
3	88	28.6%
2	44	14.3%
1 Not Satisfied	<u>33</u>	<u>10.7%</u>
	308	100.0%

Mean (Average) = 3.27 (n=308)

Q33 - How satisfied are you with how the City keeps residents informed about City services and activities?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	40	13.0%
4	83	26.9%
3	111	36.0%
2	54	17.5%
1 Not Satisfied	<u>20</u>	<u>6.5%</u>
	308	100.0%

Mean (Average) = 3.22 (n=308)

Q34 - How satisfied are you with citizens having the opportunity to share their ideas or opinions before the City makes important decisions?

	<u>Number</u>	<u>Percentage</u>
5 Extremely Satisfied	46	14.9%
4	75	24.4%
3	118	38.3%
2	49	15.9%
1 Not Satisfied	<u>20</u>	<u>6.5%</u>
	308	100.0%

Mean (Average) = 3.25 (n=308)

SUMMARY TABLE: SATISFACTION
(In descending order based on the first column)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with (fill in) ?

	<u>% Who Rated Satisfaction as a "5"</u>	<u>% Who Rated Satisfaction as a "4" or "5"</u>
... fire services (Q23)	59.7%	93.2%
... police services (Q22)	43.5%	79.9%
... trash collection (Q25)	43.5%	77.3%
... the Chesapeake public library system (Q24)	41.9%	75.0%
... the public school system in Chesapeake (Q20)	29.5%	64.0%
... the City's recycling services (Q26)	28.2%	54.5%
... the City's parks, recreation areas, and community centers (Q21)	21.8%	53.9%
... the rain water drainage from City streets (Q27)	16.6%	47.1%
... the quality of the drinking water (Q32)	16.6%	46.4%
... citizens having an opportunity to share their ideas or opinions before the City makes important decisions (Q34)	14.9%	39.3%
... keeping residents informed about City services and activities (Q33)	13.0%	39.9%
... human service programs for needy or disabled residents, the elderly, and people with substance abuse problems (Q31)	12.7%	43.2%
... the maintenance of City bridges (Q30)	4.9%	25.0%
... the traffic flow on City roadways (Q28)	3.2%	21.8%
... the maintenance of City roads (Q29)	2.6%	26.3%
	(n=308)	(n=308)

**SUMMARY TABLE: AVERAGE SATISFACTION RATINGS
(In descending order)**

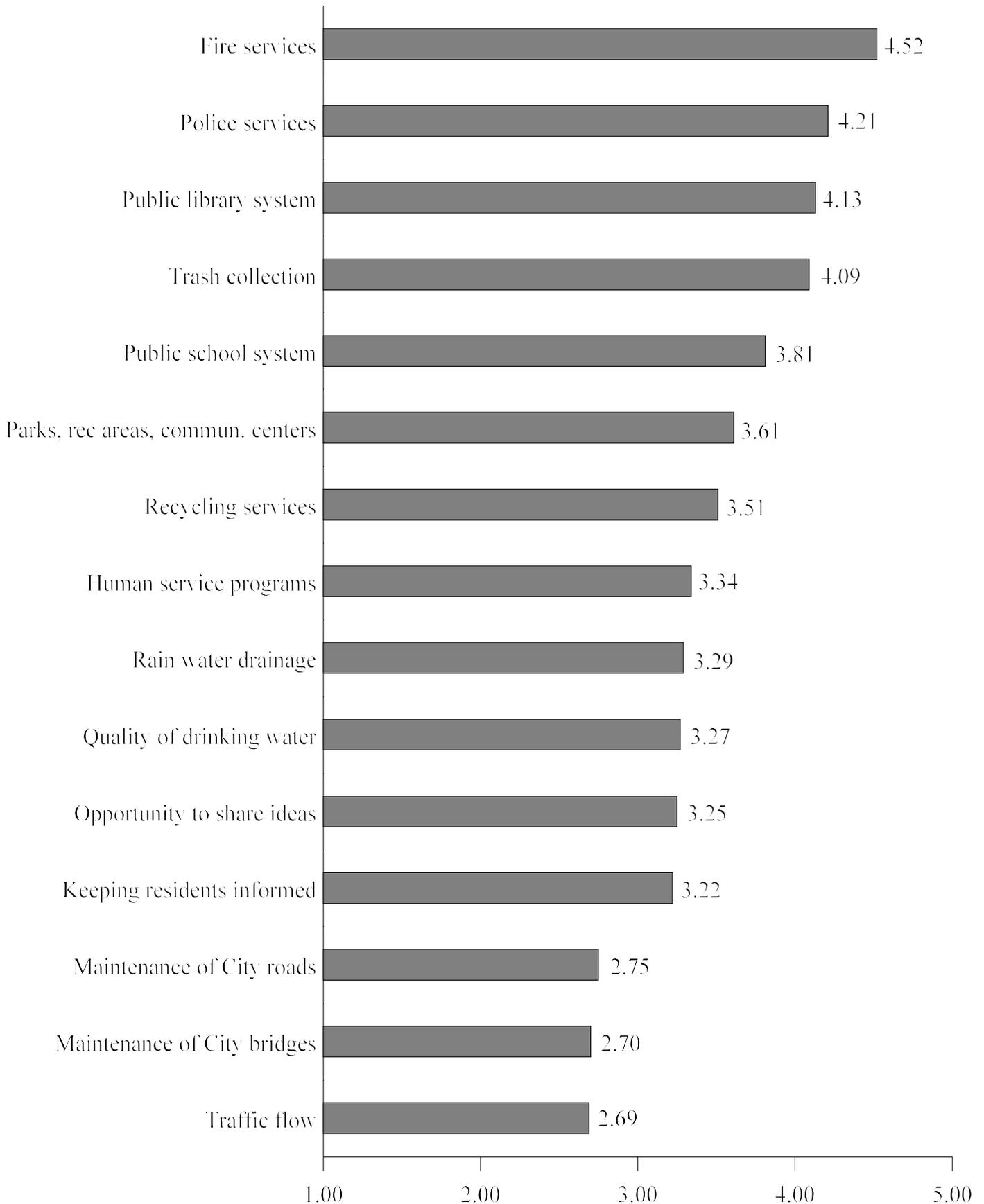
Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with (fill in) ?

	Avg. Satisfaction <u>Rating</u>
... fire services (Q23)	4.52 (out of a 5.00)
... police services (Q22)	4.21
... the Chesapeake public library system (Q24)	4.13
... trash collection (Q25)	4.09
... the public school system in Chesapeake (Q20)	3.81
... the City's parks, recreation areas, and community centers (Q21)	3.61
... the City's recycling services (Q26)	3.51
... human service programs for needy or disabled residents, the elderly, and people with substance abuse problems (Q31)	3.34
... the rain water drainage from City streets (Q27)	3.29
... the quality of the drinking water (Q32)	3.27
... citizens having an opportunity to share their ideas or opinions before the City makes important decisions (Q34)	3.25
... keeping residents informed about City services and activities (Q33)	3.22
... the maintenance of City roads (Q29)	2.75
... the maintenance of City bridges (Q30)	2.70
... the traffic flow on City roadways (Q28)	2.69
	(n=308)

Scale: 5 = Extremely Satisfied
4
3
2
1 = Not Satisfied

See graphic representation on the next page.

AVERAGE SATISFACTION RATINGS FOR 15 CITY SERVICES
(Scale: 1 = Not Satisfied 5 = Extremely Satisfied)



GAP ANALYSIS

Using the top importance and satisfaction ratings, the chart on the following page shows the difference between Chesapeake residents' expectations and the City's performance. This difference, known as the "Gap," is calculated by subtracting the percent who said the item was Extremely Important (rated Importance a "5") from the percent who were Extremely Satisfied (rated Satisfaction a "5").

We organize the "Gaps" to answer the question, "Is Chesapeake meeting expectations in those areas that are important to people?" A positive "Gap" indicates that the City is exceeding citizens' expectations, a negative "Gap" occurs when performance does not meet expectations, and a result near zero means there is equilibrium between expectations and performance.

The "Gaps" shown on the next page are organized such that the most "Important" services (as perceived by the citizens) are near the top. As such, a large negative "Gap" in performance that occurs near the top of the Gap Analysis chart is likely to be more important than a similar negative "Gap" found lower in the chart. When using the "5" scores on a five-point scale, "Gaps" ranging from -25 to +25 are relatively common, so most communities tend to focus on the items that generate larger differences. Of particular interest are the three largest negative "Gaps": a) bridge maintenance, b) road maintenance, and c) traffic flow. (As an aside, there was considerable publicity surrounding the closing of the Jordan Bridge just prior to and during this study.)

Since a five-point, numeric scale was used for measuring both Importance and Satisfaction, an alternate method of calculating "Gaps" can also be used. In the second analysis, both the "5" scores and the "4" scores were included in the calculation (as opposed to using only the "5" ratings). There are variations in the "Gaps" when the calculations are performed this way.

STANDARD GAP ANALYSIS
(In descending order based on the “Importance” column)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

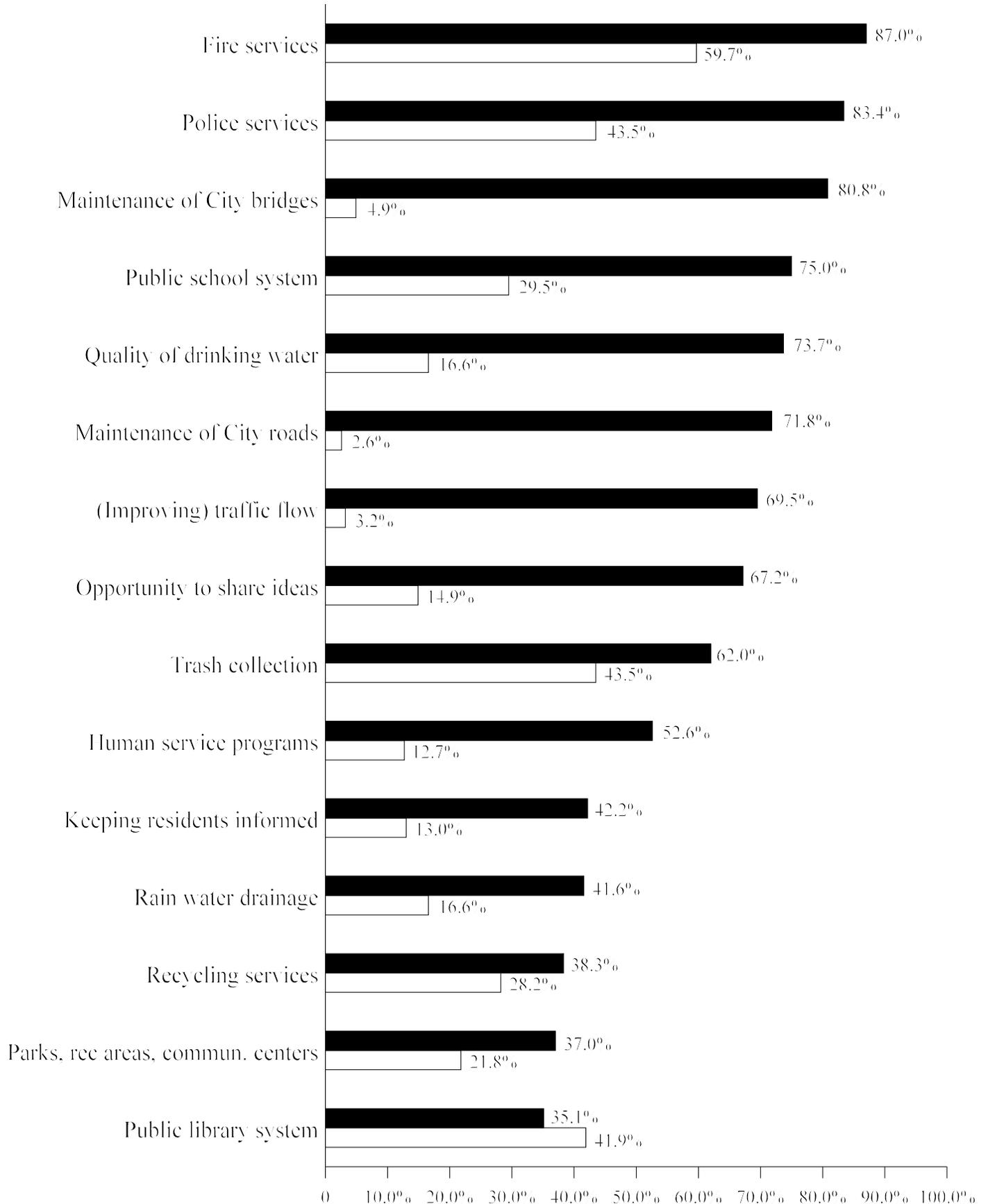
(A negative “Gap” suggests an area for improvement.)

	<u>% Who Said Satisfied=“5”</u>	<u>% Who Said Importance=“5”</u>	<u>“Gap” (Satis. - Imp.)</u>
... fire services	59.7%	87.0%	-27.3
... police services	43.5%	83.4%	-39.9
... maintenance of City bridges	4.9%	80.8%	-75.9
... the public school system in Chesapeake	29.5%	75.0%	-45.5
... the quality of the drinking water	16.6%	73.7%	-57.1
... maintenance of City roads	2.6%	71.8%	-69.2
... (improving) traffic flow on City roadways	3.2%	69.5%	-66.3
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	14.9%	67.2%	-52.3
... the trash collection	43.5%	62.0%	-18.5
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	12.7%	52.6%	-39.9
... how the City keeps residents informed about City services and activities	13.0%	42.2%	-29.2
... the rain water drainage from City streets	16.6%	41.6%	-25.0
... the City’s recycling services	28.2%	38.3%	-10.1
... the City’s parks, recreation areas, and community centers	21.8%	37.0%	-15.2
... the Chesapeake public library system	41.9%	35.1%	+ 6.8

See graphic representation on the next page.

■ = Importance
 □ = Satisfaction

STANDARD GAP ANALYSIS
 (“5” Responses Only)



GAP ANALYSIS - ALTERNATE VERSION
(In descending order based on the “Importance” column)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

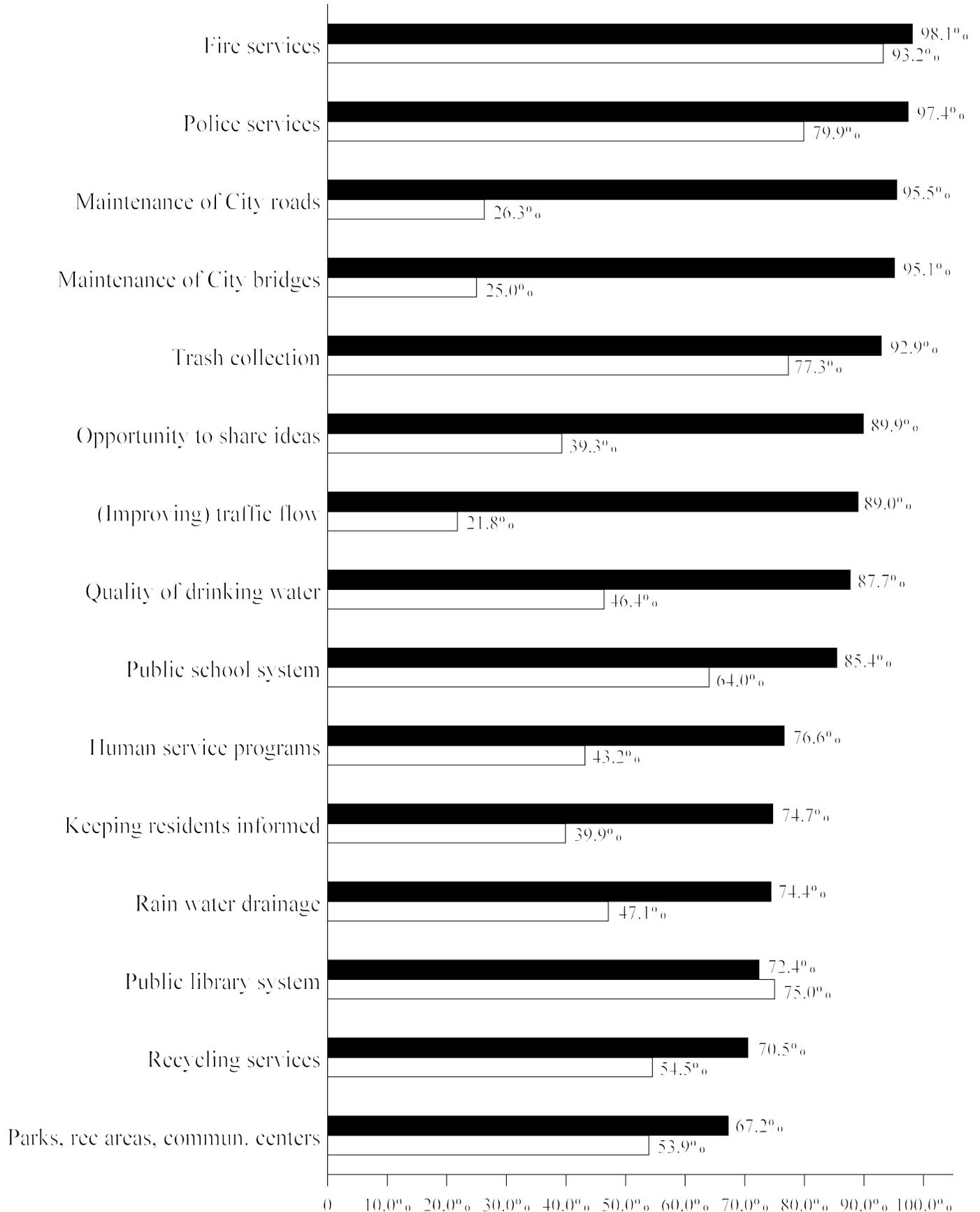
(A negative “Gap” suggests an area for improvement.)

	% Who Said Satisfied= “4” or “5”	% Who Said Importance= “4” or “5”	“Gap” (Satis. - Imp.)
... fire services	93.2%	98.1%	-4.9
... police services	79.9%	97.4%	-17.5
... maintenance of City roads	26.3%	95.5%	-69.2
... maintenance of City bridges	25.0%	95.1%	-70.1
... the trash collection	77.3%	92.9%	-15.6
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	39.3%	89.9%	-50.6
... (improving) traffic flow on City roadways	21.8%	89.0%	-67.2
... the quality of the drinking water	46.4%	87.7%	-41.3
... the public school system in Chesapeake	64.0%	85.4%	-21.4
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	43.2%	76.6%	-33.4
... how the City keeps residents informed about City services and activities	39.9%	74.7%	-34.8
... the rain water drainage from City streets	47.1%	74.4%	-27.3
... the Chesapeake public library system	75.0%	72.4%	+ 2.6
... the City’s recycling services	54.5%	70.5%	-16.0
... the City’s parks, recreation areas, and community centers	53.9%	67.2%	-13.3

See graphic representation on the next page.

■ = Importance
 □ = Satisfaction

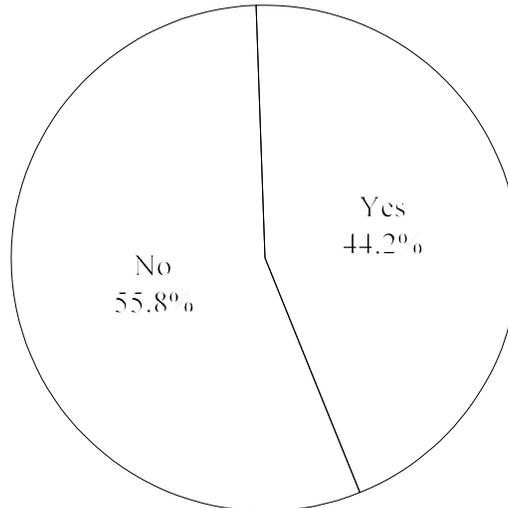
STANDARD GAP ANALYSIS
 (“4” and “5” Responses Combined)



THE CITY'S CABLE STATION

Q35 - In the past 12 months, have you watched any programs on Chesapeake's WCTV-48, which is available on cable TV and over the Internet?

	<u>Number</u>	<u>Percentage</u>
Yes	136	44.2%
No	<u>172</u>	<u>55.8%</u>
	308	100.0%



THE BUDGET

Q36 - Every city operates within a budget. When preparing the next budget for the City of Chesapeake, can you think of ONE thing you think the City should spend LESS on?

	<u>Number</u>	<u>Percentage</u>
I don't know specifically what to cut to really help out	176	57.1%
High level administrators' salaries	11	3.6%
Cut back on spending for parks	11	3.6%
Cut back on welfare programs and payments	10	3.2%
Eliminate subsidies for developers	7	2.3%
Elected officials' compensation	6	1.9%
Entertainment and meal expenses for out-of-town travel and meetings	6	1.9%
Eliminate recycling	6	1.9%
Eliminate cars for City employees/off-duty use of cars by police	6	1.9%
Employees' salaries	5	1.6%
Spend less on the schools	5	1.6%
Cut back on spending for libraries	5	1.6%
Don't re-pave perfectly good roads	5	1.6%
Don't build fancy City buildings	5	1.6%
Cut back on spending related to drainage	4	1.3%
Reduce growth to save on providing City services	4	1.3%
The entire budget needs to be tightened up	4	1.3%
Eliminate employees who don't do a good job	2	0.6%
Eliminate billboards	2	0.6%
Eliminate SPSA and work with a cheaper supplier	2	0.6%
Cut back on street sweeping	2	0.6%
Cut back on spending for police services	2	0.6%
Cut back on spending for recreation programs	2	0.6%

(continued)

THE BUDGET

Q36 - Every city operates within a budget. When preparing the next budget for the City of Chesapeake, can you think of ONE thing you think the City should spend LESS on? (continued)

	<u>Number</u>	<u>Percentage</u>
Cut back on mowing the grass along curbs	2	0.6%
Don't spend money advertising events	2	0.6%
Spend less on water treatment	1	0.3%
Spend less on the Chesapeake Jubilee	1	0.3%
Don't build new schools	1	0.3%
Eliminate tree trimming	1	0.3%
Eliminate spending for the arts	1	0.3%
Eliminate the Civil War monument	1	0.3%
Eliminate the bike trail on Route 17	1	0.3%
Cut back on youth programs	1	0.3%
Cut back on spending for fire services	1	0.3%
Get energy efficient street lights	1	0.3%
Reduce mosquito spraying	1	0.3%
The Parks and Rec vehicles are extravagant	1	0.3%
Spend less on the toll bridge	1	0.3%
Reduce the use of paper/go electronic	1	0.3%
Eliminate the Animal Control Board	1	0.3%
Spend less on Great Bridge	<u>1</u>	<u>0.3%</u>
	308	100.0%

THE BUDGET

Q37 - What is the ONE thing you'd like to see the City of Chesapeake spend MORE on?

	<u>Number</u>	<u>Percentage</u>
Improve school quality/Add more technology/ More teachers	54	17.5%
Road maintenance	52	16.9%
Maintaining both roads and bridges	19	6.2%
Build more schools	18	5.8%
Pay teachers more	17	5.5%
Widening roads	17	5.5%
Roads (in general)	17	5.5%
More police presence	12	3.9%
More help for the elderly and disabled	11	3.6%
Parks and recreation programs	9	2.9%
Improving water quality or taste	8	2.6%
Building more roads	8	2.6%
Fix drainage problems (ditches and on roadways)	7	2.3%
Spend more on bridges (in general)	7	2.3%
Improve the recycling program	6	1.9%
Public safety (in general)	5	1.6%
Dealing with crime/gangs/Better equipping the police	5	1.6%
Keeping our youth busy and out of trouble	4	1.3%
More public transportation	3	1.0%
More economic development activities	3	1.0%
Increase pay for police	3	1.0%
More social service programs	3	1.0%
Build affordable housing	2	0.6%
Mosquito control	1	0.3%
Pay City employees more	1	0.3%
Build a community swimming pool	1	0.3%
Renovate rundown areas of the city	1	0.3%
Encourage more childcare options	1	0.3%
Distribute more information on City services	1	0.3%
Spend less, not more	3	1.0%
I think everything is fine	<u>9</u>	<u>2.9%</u>
	308	100.0%

THE BUDGET

Q38 to Q55 - In preparing the next budget for the City of Chesapeake, do you feel that they should allocate more money, the same amount, or less money (fill in)? (If “more”...) Would you still say “more” if the cost increased your property taxes?

... to improve the traffic flow on City streets

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	108	35.1%
More money - but not if the cost increased my property taxes	97	31.5%
The same amount of money	99	32.1%
Less money	<u>4</u>	<u>1.3%</u>
	308	100.0%

... for City roads and road maintenance

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	99	32.1%
More money - but not if the cost increased my property taxes	100	32.5%
The same amount of money	105	34.1%
Less money	<u>4</u>	<u>1.3%</u>
	308	100.0%

... for bridge maintenance

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	121	39.3%
More money - but not if the cost increased my property taxes	97	31.5%
The same amount of money	90	29.2%
Less money	<u>0</u>	<u>0.0%</u>
	308	100.0%

THE BUDGET

Q38 to Q55 - In preparing the next budget for the City of Chesapeake, do you feel that they should allocate more money, the same amount, or less money (fill in)? (If “more”...) Would you still say “more” if the cost increased your property taxes? (continued)

... to deal with rain water drainage issues

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	41	13.3%
More money - but not if the cost increased my property taxes	33	10.7%
The same amount of money	183	59.4%
Less money	<u>51</u>	<u>16.6%</u>
	308	100.0%

... for public safety, including police, fire, and emergency medical services

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	139	45.1%
More money - but not if the cost increased my property taxes	65	21.1%
The same amount of money	100	32.5%
Less money	<u>4</u>	<u>1.3%</u>
	308	100.0%

... for parks and recreation

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	46	14.9%
More money - but not if the cost increased my property taxes	33	10.7%
The same amount of money	172	55.8%
Less money	<u>57</u>	<u>18.5%</u>
	308	100.0%

THE BUDGET

Q38 to Q55 - In preparing the next budget for the City of Chesapeake, do you feel that they should allocate more money, the same amount, or less money (fill in)? (If “more”...) Would you still say “more” if the cost increased your property taxes? (continued)

... for programs and activities for teenagers

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	97	31.5%
More money - but not if the cost increased my property taxes	67	21.8%
The same amount of money	122	39.6%
Less money	<u>22</u>	<u>7.1%</u>
	308	100.0%

... for the Chesapeake Public Library system

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	32	10.4%
More money - but not if the cost increased my property taxes	24	7.8%
The same amount of money	224	72.7%
Less money	<u>28</u>	<u>9.1%</u>
	308	100.0%

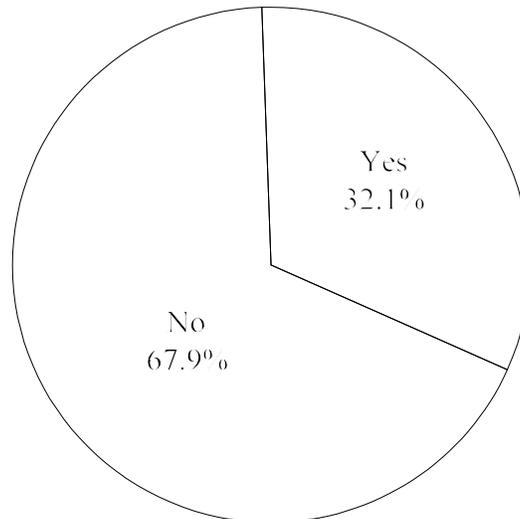
... for economic development efforts to attract new businesses and help businesses grow

	<u>Number</u>	<u>Percentage</u>
More money - even if the cost increased my property taxes	46	14.9%
More money - but not if the cost increased my property taxes	70	22.7%
The same amount of money	148	48.1%
Less money	<u>44</u>	<u>14.3%</u>
	308	100.0%

CURBSIDE RECYCLING PROGRAM

Q56 - It has been suggested that Chesapeake expand the curbside recycling program so residents would have the larger 90-gallon wheeled containers and they could recycle a wider variety of materials. Naturally, this would cost more. If an expanded recycling service with bi-weekly pickups cost each household \$7.75 per month, would you want the recycling program to be expanded, or not?

	<u>Number</u>	<u>Percentage</u>
Yes	99	32.1%
No	<u>209</u>	<u>67.9%</u>
	308	100.0%



DEMOGRAPHICS

DEMOGRAPHICS

Q1 - How many years have you lived in Chesapeake?

(Grouped for presentation purposes)

	<u>Number</u>	<u>Percentage</u>
One year or less	11	3.6%
Two years	5	1.6%
Three years	11	3.6%
Four years	5	1.6%
Five years	9	2.9%
Six to ten years	47	15.3%
Eleven to fifteen years	44	14.3%
Sixteen to twenty years	31	10.1%
Twenty-one to twenty-five years	25	8.1%
Twenty-six to thirty years	30	9.7%
Thirty-one or more years	<u>90</u>	<u>29.2%</u>
	308	100.0%

AVERAGES:*

Mean = 23.5 years (n=308)

Median = 20.0 years (n=308)

*Based on non-grouped data.

Q2 - What is your home Zip Code?

	<u>Number</u>	<u>Percentage</u>
23320	70	22.7%
23321	47	15.3%
23322	77	25.0%
23323	48	15.6%
23324	35	11.4%
23325	<u>31</u>	<u>10.1%</u>
	308	100.0%

DEMOGRAPHICS

Q57 - Age of Respondent

	<u>Number</u>	<u>Percentage</u>
Twenties	25	8.1%
Thirties	65	21.1%
Forties	68	22.1%
Fifties	60	19.5%
Sixties	60	19.5%
Seventies or older	<u>30</u>	<u>9.7%</u>
	308	100.0%

AVERAGES:

*Mean = 49.9 years (n=308)

Median = 49.4 years (n=308)

*Based on category mid-point interpolation. A value of 74 was used for the “Seventies or older” category.

Q58 - I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake is closest to your home? (Read Choices)

	<u>Number</u>	<u>Percentage</u>
Deep Creek	37	12.0%
Greenbrier	61	19.8%
Indian River	29	9.4%
Great Bridge	76	24.7%
South Norfolk, including Portlock	37	12.0%
Western Branch	47	15.3%
The Hickory or Southern Chesapeake area	<u>21</u>	<u>6.8%</u>
	308	100.0%

DEMOGRAPHICS

Q59 - Ethnic Origin of Respondent

	<u>Number</u>	<u>Percentage</u>
White	204	66.2%
African American	89	28.9%
Asian	3	1.0%
Indian	2	0.6%
Hispanic	9	2.9%
Other	<u>1</u>	<u>0.3%</u>
	308	100.0%

Q60 - Yearly Household Income

	<u>Number</u>	<u>Percentage</u>
Under \$20,000	32	10.4%
\$20,000 to \$39,999	47	15.3%
\$40,000 to \$59,999	58	18.8%
\$60,000 to \$79,999	56	18.2%
\$80,000 to \$99,999	45	14.6%
\$100,000 to \$124,999	42	13.6%
\$125,000 or more	25	8.1%
Refused	<u>3</u>	<u>1.0%</u>
	308	100.0%

AVERAGES:

*Mean = \$68,626 (n=305)
 Median = \$65,535 (n=305)

*Based on category mid-point interpolation. A value of \$18,000 was used for the "Under \$20,000" category, and \$134,000 was used for "\$125,000 or more."

Q61 - Gender of Respondent

	<u>Number</u>	<u>Percentage</u>
Male	145	47.1%
Female	<u>163</u>	<u>52.9%</u>
	308	100.0%

*Interviewers alternated asking for the male and female head of household.

COMPARATIVE DATA

1998 - 2008

NOTE: The purpose of the Comparative Data is to assist in tracking trends over time. Small variations from year to year are expected and normal.

The wording of some questions has changed over time. The 2008 questionnaire wording is used in this report. Copies of previous years' surveys are available from the City's Public Communications Department.

Column Heading Key:

- 1998 - March 1998
- 1999 - April 1999
- 2000 - April 2000
- 2001 - May/June 2001
- 2006 - July 2006
- 2007 - August/September 2007
- 2008 - October/November 2008

Considering what's important to you personally, what is the SINGLE MOST important problem or greatest need facing the City of Chesapeake today? (Top 5 Responses Each Year)

	<u>2008</u>
Property taxes are too high	13.3%
Issues with roads (maintenance/condition/need more/build faster)	13.0%
Traffic congestion/delays	12.0%
Too much growth/Need better planning for growth	8.1%
School crowding/Need to build more schools	6.5%
	(n=308)

	<u>2007</u>
Traffic flow problems/congestion	19.3%
Property taxes are too high	13.3%
Too much growth/Problems planning for growth	12.3%
School crowding/Need more schools	8.3%
Issues with roads (condition/need more/finish projects sooner)	8.3%
	(n=301)

	<u>2006</u>
Traffic flow problems/congestion	17.9%
Too much growth/Problems planning for growth	15.6%
Property taxes are too high	11.0%
School crowding/Need more schools	9.6%
Issues with roads (condition/need more/finish sooner)	7.0%
	(n=301)

	<u>2001</u>
Traffic flow problems/congestion	21.4%
Improve the water quality/taste/smell/safety	16.4%
Growth (need to plan better/stop growth)	13.2%
Find more sources of revenue to keep taxes down/lower taxes	9.0%
School crowding	6.6%
	(n=500)

	<u>2000</u>
Growth (need to plan better/stop growth)	18.3%
Traffic flow problems	17.7%
School crowding	12.7%
Improve the schools (ensure safety/need more funding)	8.7%
Roads (improve condition/finish projects sooner)	7.8%
	(n=322)

(continued)

Considering what's important to you personally, what is the SINGLE MOST important problem or greatest need facing the City of Chesapeake today? (Top 5 Responses Each Year) (continued)

	<u>1999</u>
Growth (need to plan better/stop growth)	21.2%
Traffic flow problems	16.7%
Improve water quality/taste/smell	15.1%
School crowding	9.6%
Improve the schools (ensure safety/need more funding)	6.8%
	(n=311)

	<u>1998</u>
Growth (need to plan better/stop growth)	25.3%
School crowding	12.0%
Roads (improve condition/build more)	11.3%
Water quality (taste/residue/saltiness)	10.3%
Traffic (too much)	10.0%
	(n=300)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with City services (overall)?

	<u>1998*</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Very Satisfied	14.3%	18.0%	12.1%	15.6%	15.0%	19.6%	14.3%
Satisfied	78.3%	72.7%	78.6%	76.4%	75.4%	70.4%	74.0%
Dissatisfied	7.0%	8.0%	8.7%	6.0%	9.0%	8.3%	8.8%
Very Dissatisfied	<u>0.3%</u>	<u>1.3%</u>	<u>0.6%</u>	<u>2.0%</u>	<u>0.7%</u>	<u>1.7%</u>	<u>2.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)
Overall % Satisfied:	92.7%	90.7%	90.7%	92.0%	90.4%	90.0%	88.3%
Mean (Avg.) Rating:**	3.07	3.07	3.02	3.06	3.05	3.08	3.00

*In 1998, an agreement scale was used.

**Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

When you think of the City services provided to Chesapeake residents, I'm sure some are more important to you than others. When you tell me how IMPORTANT the item is, we'll use a scale where 1 means Not Important and 5 means Extremely Important, and you can use any number from 1 to 5. In your opinion, how important is the public school system in Chesapeake?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	77.4%	75.0%
4						8.6%	10.4%
3						6.3%	7.8%
2						1.3%	1.3%
1 Not Important						<u>6.3%</u>	<u>5.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.50	4.48
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are the City's parks, recreation areas, and community centers?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	48.2%	37.0%
4						28.2%	30.2%
3						17.3%	22.7%
2						4.0%	5.2%
1 Not Important						<u>2.3%</u>	<u>4.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.16	3.89
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are police services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	85.4%	83.4%
4						9.3%	14.0%
3						3.3%	1.9%
2						1.0%	0.6%
1 Not Important						<u>1.0%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.77	4.80
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are fire services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	89.0%	87.0%
4						8.3%	11.0%
3						2.0%	1.3%
2						0.3%	0.6%
1 Not Important						<u>0.3%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.85	4.84
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is the Chesapeake public library system?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	47.5%	35.1%
4						27.6%	37.3%
3						19.3%	21.1%
2						2.7%	4.2%
1 Not Important						<u>3.0%</u>	<u>2.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.14	3.99
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is trash collection?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	65.8%	62.0%
4						23.6%	30.8%
3						9.6%	5.8%
2						0.3%	1.0%
1 Not Important						<u>0.7%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.53	4.53
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is the rain water drainage from City streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	52.8%	41.6%
4						25.6%	32.8%
3						13.3%	14.9%
2						5.6%	6.8%
1 Not Important						<u>2.7%</u>	<u>3.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.20	4.01
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are human service programs for needy or disabled residents, the elderly, and people with substance abuse problems?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	61.5%	52.6%
4						21.6%	24.0%
3						13.0%	18.5%
2						2.7%	1.6%
1 Not Important						<u>1.3%</u>	<u>3.2%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.39	4.21
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is the quality of the drinking water?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	77.1%	73.7%
4						17.3%	14.0%
3						3.7%	8.4%
2						1.0%	0.6%
1 Not Important						<u>1.0%</u>	<u>3.2%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.68	4.54
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is keeping residents informed about City services and activities?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	53.2%	42.2%
4						26.2%	32.5%
3						17.3%	20.5%
2						2.7%	4.2%
1 Not Important						<u>0.7%</u>	<u>0.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.29	4.11
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is citizens having an opportunity to share their ideas or opinions before the City makes important decisions?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	70.4%	67.2%
4						21.6%	22.7%
3						5.6%	9.1%
2						1.7%	1.0%
1 Not Important						<u>0.7%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.59	4.56
						(n=301)	(n=308)

SUMMARY TABLE: AVERAGE IMPORTANCE RATINGS
(In descending order based on the 2008 column)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important (fill in) ?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Are fire services	n/a	n/a	n/a	n/a	n/a	4.85	4.84
Are police services						4.77	4.80
Is citizens having oppor. to share ideas/opinions before City makes imp. decisions						4.59	4.56
Is the quality of the drinking water						4.68	4.54 z
Is trash collection						4.53	4.53
Is the public school system in Ches.						4.50	4.48
Are human service programs						4.39	4.21 z
Is keeping residents informed						4.29	4.11 z
Is the rain water drainage from City streets						4.20	4.01 z
Is the Ches. public libraries						4.14	3.99
Are City parks, rec areas, & community centers						4.16	3.89 z
						(n=301)	(n=308)

Scale: 5 = Extremely Important
4
3
2
1 = Not Important

T-Test Key: a - sig. increase in importance since 2007
z - sig. decrease in importance since 2007

Now, we'd like to measure your satisfaction with certain City services. We'll be using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied... and you can use any number from 1 to 5. How satisfied are you with the public school system in Chesapeake?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	32.6%	29.5%
4						34.9%	34.4%
3						21.9%	27.3%
2						6.6%	5.2%
1 Not Satisfied						<u>4.0%</u>	<u>3.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.85	3.81
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the City's parks, recreation areas, and community centers?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	27.6%	21.8%
4						34.9%	32.1%
3						27.2%	35.4%
2						6.6%	6.8%
1 Not Satisfied						<u>3.7%</u>	<u>3.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.76	3.61
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the police services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	49.8%	43.5%
4						37.2%	36.4%
3						8.6%	17.9%
2						2.0%	1.9%
1 Not Satisfied						<u>2.3%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.30	4.21
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the fire services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	68.8%	59.7%
4						24.6%	33.4%
3						6.0%	5.8%
2						0.0%	0.6%
1 Not Satisfied						<u>0.7%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.61	4.52
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the Chesapeake public library system?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	51.5%	41.9%
4						30.9%	33.1%
3						14.0%	22.1%
2						3.0%	2.3%
1 Not Satisfied						<u>0.7%</u>	<u>0.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.30	4.13
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the trash collection?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	48.2%	43.5%
4						30.9%	33.8%
3						15.0%	14.0%
2						3.7%	5.8%
1 Not Satisfied						<u>2.3%</u>	<u>2.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.19	4.09
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the rain water drainage from City streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	23.6%	16.6%
4						29.6%	30.5%
3						28.6%	29.5%
2						8.3%	11.7%
1 Not Satisfied						<u>10.0%</u>	<u>11.7%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.49	3.29
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	15.6%	12.7%
4						28.2%	30.5%
3						39.5%	41.2%
2						11.6%	9.7%
1 Not Satisfied						<u>5.0%</u>	<u>5.8%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.38	3.34
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the quality of the drinking water?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	20.3%	16.6%
4						31.6%	29.9%
3						29.6%	28.6%
2						9.0%	14.3%
1 Not Satisfied						<u>9.6%</u>	<u>10.7%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.44	3.27
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with how the City keeps residents informed about City services and activities?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	15.3%	13.0%
4						38.5%	26.9%
3						30.9%	36.0%
2						11.0%	17.5%
1 Not Satisfied						<u>4.3%</u>	<u>6.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.50	3.22
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with citizens having the opportunity to share their ideas or opinions before the City makes important decisions?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	17.3%	14.9%
4						31.6%	24.4%
3						35.2%	38.3%
2						11.3%	15.9%
1 Not Satisfied						<u>4.7%</u>	<u>6.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.46	3.25
						(n=301)	(n=308)

SUMMARY TABLE: AVERAGE SATISFACTION RATINGS
(In descending order based on 2008 column)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with (fill in) :

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Fire services	n/a	n/a	n/a	n/a	n/a	4.61	4.52
Police services						4.30	4.21
The Ches. public libraries						4.30	4.13 z
The trash collection						4.19	4.09
The public school system in Ches.						3.85	3.81
The City's parks, rec areas, & community centers						3.76	3.61
Human service programs						3.38	3.34
The rain water drainage from City streets						3.49	3.29 z
The quality of the drinking water						3.44	3.27
Citizens having oppor. to share ideas/opinions before City makes imp. decisions						3.46	3.25 z
How the City keeps residents informed						3.50	3.22 z
						(n=301)	(n=308)

Scale: 5 = Extremely Satisfied
4
3
2
1 = Not Satisfied

T-Test Key: a - sig. increase in satisfaction since 2007
z - sig. decrease in satisfaction since 2007

COMPARISON OF 2007 vs. 2008 “GAPS” - STANDARD VERSION
 (% who said Satisfaction/Importance = “5”)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

	2007 “Gap” <u>(Satis. - Imp.)</u>	2008 “Gap” <u>(Satis. - Imp.)</u>
... fire services	-20.2	-27.3
... police services	-35.6	-39.9
... the public school system in Chesapeake	-44.8	-45.5
... the quality of the drinking water	-56.8	-57.1
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	-53.1	-52.3
... the trash collection	-17.6	-18.5
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	-45.9	-39.9
... how the City keeps residents informed about City services and activities	-37.9	-29.2
... the rain water drainage from City streets	-29.2	-25.0
... the City’s parks, recreation areas, and community centers	-20.6	-15.2
... the Chesapeake public library system	+ 4.0	+ 6.8

NOTE: A negative “Gap” suggests an area for improvement. Sequence is based on perceived importance in 2008.

COMPARISON OF 2007 vs. 2008 “GAPS” - ALTERNATE VERSION
 (% who said Satisfaction/Importance = “4” or “5”)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

	2007 “Gap” <u>(Satis. - Imp.)</u>	2008 “Gap” <u>(Satis. - Imp.)</u>
... fire services	-3.9	-4.9
... police services	-7.7	-17.5
... the trash collection	-10.3	-15.6
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	-43.2	-50.6
... the quality of the drinking water	-42.6	-41.3
... the public school system in Chesapeake	-18.6	-21.4
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	-39.2	-33.4
... how the City keeps residents informed about City services and activities	- 25.6	-34.8
... the rain water drainage from City streets	-25.2	-27.3
... the Chesapeake public library system	+ 7.3	+ 2.6
... the City’s parks, recreation areas, and community centers	-13.9	-13.3

NOTE: A negative “Gap” suggests an area for improvement. Sequence is based on perceived importance in 2008.

In the past 12 months, have you watched any programs on Chesapeake's WCTV-48, which is available on cable TV and over the Internet?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Yes	57.0%	48.9%	48.8%	42.2%	44.2%	36.5%	44.2%
No	<u>43.0%</u>	<u>51.1%</u>	<u>51.2%</u>	<u>57.8%</u>	<u>55.8%</u>	<u>63.5%</u>	<u>55.8%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

DEMOGRAPHICS

NOTE: Census data are the most valid source of demographic profile information. Given the Margin of Error with a survey of 308 residents, variation from year to year is normal and expected.

How many years have you lived in Chesapeake? (Grouped for presentation purposes)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
One year or less	11.7%	6.4%	6.2%	4.0%	4.7%	2.3%	3.6%
Two years	5.3%	3.9%	3.1%	2.6%	2.7%	5.0%	1.6%
Three years	3.0%	4.2%	1.9%	6.2%	4.7%	4.7%	3.6%
Four years	7.3%	3.5%	3.4%	5.0%	4.7%	3.7%	1.6%
Five years	5.3%	4.8%	4.7%	5.2%	2.7%	3.0%	2.9%
Six to ten years	12.3%	15.1%	19.3%	18.0%	17.9%	15.9%	15.3%
Eleven to fifteen years	11.7%	12.9%	12.1%	12.6%	14.3%	13.3%	14.3%
Sixteen to twenty years	10.0%	11.9%	9.3%	9.6%	9.3%	11.3%	10.1%
Twenty-one to twenty-five years	5.0%	9.0%	6.8%	8.6%	6.0%	6.6%	8.1%
Twenty-six to thirty years	8.3%	7.1%	7.8%	7.2%	6.3%	10.6%	9.7%
Thirty-one or more years	<u>20.0%</u>	<u>21.2%</u>	<u>25.5%</u>	<u>21.0%</u>	<u>26.9%</u>	<u>23.6%</u>	<u>29.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)
*Mean (Average) =	18 yrs. (n=300)	19 yrs. (n=311)	21 yrs. (n=322)	19 yrs. (n=500)	22 yrs. (n=301)	22 yrs. (n=301)	24 yrs. (n=308)

*Based on non-grouped data.

What is your home Zip Code?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
23320	39.7%	23.8%	23.6%	26.8%	24.9%	24.6%	22.7%
23321	15.7%	15.8%	15.2%	13.2%	14.6%	15.0%	15.3%
23322	12.3%	23.8%	23.6%	23.8%	24.3%	24.3%	25.0%
23323	14.0%	13.8%	13.7%	15.4%	15.0%	15.0%	15.6%
23324	10.0%	12.2%	13.4%	12.0%	12.3%	12.3%	11.4%
23325	<u>8.3%</u>	<u>10.6%</u>	<u>10.6%</u>	<u>8.8%</u>	<u>9.0%</u>	<u>9.0%</u>	<u>10.1%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake is closest to your home? (Read Choices)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Deep Creek	n/a	n/a	n/a	n/a	15.3%	15.0%	12.0%
Greenbrier					16.9%	18.6%	19.8%
Indian River					10.0%	7.6%	9.4%
Great Bridge					24.6%	20.6%	24.7%
South Norfolk, incl. Portlock					12.3%	12.6%	12.0%
Western Branch					14.6%	14.3%	15.3%
Hickory or Southern Chesapeake area					<u>6.3%</u>	<u>11.3%</u>	<u>6.8%</u>
					100.0%	100.0%	100.0%
					(n=301)	(n=301)	(n=308)

Age of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Twenties	16.7%	10.0%	8.4%	10.6%	8.3%	10.0%	8.1%
Thirties	23.7%	22.2%	21.4%	18.2%	21.6%	20.3%	21.1%
Forties	24.0%	28.0%	23.0%	26.0%	26.2%	24.3%	22.1%
Fifties	13.7%	18.6%	25.8%	22.8%	16.9%	21.3%	19.5%
Sixties	14.3%	14.5%	14.3%	15.8%	15.6%	13.0%	19.5%
Seventies or older	<u>7.7%</u>	<u>6.8%</u>	<u>7.1%</u>	<u>6.6%</u>	<u>11.3%</u>	<u>11.3%</u>	<u>9.7%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)
Mean =	46 yrs.	47 yrs.	49 yrs.	48 yrs.	49 yrs.	49 yrs.	50 yrs.
Median =	44 yrs.	46 yrs.	49 yrs.	48 yrs.	48 yrs.	48 yrs.	49 yrs.
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

NOTE: The mean figures were calculated using mid-point interpolation. See prior years' reports for method of interpolation.

Ethnic Origin of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
White	72.0%	73.3%	73.3%	66.8%	66.8%	68.4%	66.2%
African American	23.7%	21.9%	22.7%	27.0%	28.6%	28.9%	28.9%
Other	<u>4.3%</u>	<u>4.8%</u>	<u>4.0%</u>	<u>6.2%</u>	<u>4.7%</u>	<u>2.7%</u>	<u>4.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

Yearly Household Income*

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Under \$20,000	10.7%	8.4%	9.3%	9.4%	8.0%	8.3%	10.4%
\$20,000 to \$39,999	29.0%	22.2%	26.4%	25.8%	13.0%	13.6%	15.3%
\$40,000 to \$59,999	28.3%	30.2%	23.3%	24.0%	17.9%	18.9%	18.8%
\$60,000 to \$79,999	18.7%	20.3%	18.0%	21.0%	19.9%	19.9%	18.2%
\$80,000 or \$99,999	6.0%	8.4%	9.9%	8.4%	18.9%	15.6%	14.6%
\$100,000 to \$124,999	6.0%	8.4%	11.5%	10.8%	10.6%	10.6%	13.6%
\$125,000 or more	{	{	{	{	11.0%	11.0%	8.1%
Refused	<u>1.3%</u>	<u>2.3%</u>	<u>1.6%</u>	<u>0.6%</u>	<u>0.7%</u>	<u>2.0%</u>	<u>1.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)
Mean =	\$50,527	\$55,421	\$56,309	\$55,907	\$72,808	\$71,517	\$68,626
Median =	\$46,823	\$52,127	\$51,600	\$52,083	\$70,833	\$68,166	\$65,535
	(n=296)	(n=304)	(n=317)	(n=497)	(n=299)	(n=295)	(n=305)

NOTE: The mean figures were calculated using mid-point interpolation. See prior years' reports for method of interpolation.

*Prior to 2006, the upper income category was "\$100,000 or more."

Gender of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Male	43.0%	46.3%	47.8%	46.8%	47.8%	44.2%	47.1%
Female	<u>57.0%</u>	<u>53.7%</u>	<u>52.2%</u>	<u>53.2%</u>	<u>52.2%</u>	<u>55.8%</u>	<u>52.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

2008 Questionnaire

2008 City of Chesapeake Citizens' Survey

Hello, I'm _____ with Continental Research. We're doing a survey tonight for the City of Chesapeake to see how residents feel about several issues.

Screeners:

S1) Are you at least 18 years of age? **(If no, ask to speak to an adult in the household)**

S2) Is this a home or a business? **(If exclusively a business, politely TERM interview)**

1) How many years have you lived in Chesapeake? ____ ____ yrs. **(If 0, TERM interview)**

2) What is your home Zip Code? 2 3 3 ____ ____ **(Check quotas)**

3) Considering what's important to you personally, what is the single MOST important problem or greatest need facing the City of Chesapeake today? **(Probe)**

4) Thinking of your overall satisfaction with City services, are you:

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

When you think of the City services provided to Chesapeake residents, I'm sure some are more important to you than others. When you tell me how IMPORTANT the item is, we'll use a scale where 1 means Not Important and 5 means Extremely Important, and you can use any number from 1 to 5. (ROTATE ITEMS WITHIN GRID)

In your opinion, how important (fill in)? Again, 1 is Not Important and 5 is Extremely Important.

	Not Imp.			Ext. Imp.		
5)	1	2	3	4	5	Is the public school system in Chesapeake
6)	1	2	3	4	5	Are the City's parks, recreation areas, and community centers
7)	1	2	3	4	5	Are police services
8)	1	2	3	4	5	Are fire services
9)	1	2	3	4	5	Is the Chesapeake public library system
10)	1	2	3	4	5	Is trash collection
11)	1	2	3	4	5	Are the City's recycling services
12)	1	2	3	4	5	Is the rain water drainage from City streets
13)	1	2	3	4	5	Is improving the traffic flow on City roadways
14)	1	2	3	4	5	Is maintaining City roads
15)	1	2	3	4	5	Is maintaining the City's bridges
16)	1	2	3	4	5	Are human service programs for needy or disabled residents, the elderly, and people with substance abuse problems
17)	1	2	3	4	5	Is the quality of the drinking water
18)	1	2	3	4	5	Is keeping residents informed about City services & activities
19)	1	2	3	4	5	Is citizens having an opportunity to share their ideas or opinions before the City makes important decisions

Now, we'd like to measure your SATISFACTION with certain City services. We'll be using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied... and you can use any number from 1 to 5. (ROTATE ITEMS WITHIN GRID)

How satisfied are you with (fill in)?

[INDICATE if D/K]

- | | Not Satis. | | | Ext. Satis. | | | |
|-----|---|---|---|-------------|---|--|---|
| | 1 | 2 | 3 | 4 | 5 | | |
| 20) | | | | | | | The public school system in Chesapeake |
| 21) | | | | | | | The City's parks, recreation areas, and community centers |
| 22) | | | | | | | The police services |
| 23) | | | | | | | The fire services |
| 24) | | | | | | | The Chesapeake public library system |
| 25) | | | | | | | The trash collection |
| 26) | | | | | | | The City's recycling services |
| 27) | | | | | | | The rain water drainage from City streets |
| 28) | | | | | | | The traffic flow on City roadways |
| 29) | | | | | | | The maintenance of City roads |
| 30) | | | | | | | The maintenance of City bridges |
| 31) | | | | | | | The human service programs for needy or disabled residents, the elderly, and people with substance abuse problems |
| 32) | | | | | | | The quality of the drinking water |
| 33) | | | | | | | How the City keeps residents informed about City services & activities |
| 34) | | | | | | | Citizens having the opportunity to share their ideas or opinions before the City makes important decisions |
| 35) | In the past 12 months, have you watched any programs on Chesapeake's WCTV-48, which is available on cable TV and over the Internet? | | | | | | |

1- Yes

2- No

36) Every city operates within a budget. When preparing the next budget for the City of Chesapeake, can you think of ONE thing you think the City should spend LESS on?

37) And, what is the ONE thing you'd like to see them spend MORE on?

38) In preparing the next budget for the City of Chesapeake, do you feel that they should allocate:

1- More money

2- The same amount, or

3- Less money to improve the traffic flow on City streets?

39) And, do you feel that they should allocate:

1- More money

2- The same amount, or

3- Less money for City roads and road maintenance?

40) In the next City budget, should they should allocate:

1- More money

2- The same amount, or

3- Less money for bridge maintenance?

41) In Chesapeake's next budget, do you feel that they should allocate:

1- More money

2- The same amount, or

3- Less money to deal with rain water drainage issues?

42) In the next budget, should they should allocate:

1- More money

2- The same amount, or

3- Less money for public safety, including police, fire, and emergency medical services?

- 43) And, do you feel that they should allocate:
- 1- More money
 - 2- The same amount, or
 - 3- Less money for parks and recreation?
- 44) When preparing the next City budget, do you feel that they should allocate:
- 1- More money
 - 2- The same amount, or
 - 3- Less money for programs and activities for teenagers?
- 45) And, should they should allocate:
- 1- More money
 - 2- The same amount, or
 - 3- Less money for the Chesapeake Public Library system?
- 46) And, do you feel the next City budget should allocate:
- 1- More money
 - 2- The same amount, or
 - 3- Less money for economic development efforts to attract new businesses & help businesses grow?
- 47) **(If Q38 = MORE)** You said that they should allocate MORE money to improve traffic flow on City streets. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 48) **(If Q39 = MORE)** You said that they should allocate MORE money for City roads and road maintenance. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No

- 49) **(If Q40 = MORE)** You said that they should allocate MORE money for bridge maintenance. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 50) **(If Q41 = MORE)** You said that they should allocate MORE money to deal with rain water drainage issues. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 51) **(If Q42 = MORE)** You said that they should allocate MORE money for public safety such as police, fire, and emergency medical services. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 52) **(If Q43 = MORE)** You said that they should allocate MORE money for parks and recreation. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 53) **(If Q44 = MORE)** You said that they should allocate MORE money for teen programs and activities in Chesapeake. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No
- 54) **(If Q45 = MORE)** You said that they should allocate MORE money for the Chesapeake Public Library system. Would you still say “MORE” if the cost increased your property taxes?
- 1- Yes, still wants the City to allocate MORE
 - 2- No

55) (If Q46 = MORE) You said that they should allocate MORE money for economic development efforts to attract new businesses and help businesses grow. Would you still say “MORE” if the cost increased your property taxes?

1- Yes, still wants the City to allocate MORE

2- No

56) It has been suggested that Chesapeake expand the curbside recycling program so residents would have the larger 90-gallon wheeled containers and they could recycle a wider variety of materials. Naturally, this would cost more. If an expanded recycling service with bi-weekly pickups cost each household \$7.75 per month, would you want the recycling program to be expanded, or not?

1- Yes, expand recycling services at a cost of \$7.75 per month per household

2- No, don't expand the recycling program

My last few questions are just to make sure we interview all groups of people.

57) Are you in your: 2- 20's 3- 30's 4- 40's 5- 50's 6- 60's 7- 70's or older?

58) I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake is closest to your home: **(Read All Choices)**

1- Deep Creek

2- Greenbrier

3- Indian River

4- Great Bridge

5- South Norfolk, incl. Portlock

6- Western Branch, or

7- The Hickory or Southern Chesapeake area?

59) And your ethnic background...are you: **(Read Choices)**

1- White

2- African American, or

3- Of another ethnic background?

60) Lastly, which LETTER includes your total family income per year - just stop me when I say it:

1- **A)** Under \$20,000

4- **D)** \$60,000 to \$79,999

7- **G)** \$125,000 or more

2- **B)** \$20,000 to \$39,999

5- **E)** \$80,000 to \$99,999

3- **C)** \$40,000 to \$59,999

6- **F)** \$100,000 to \$124,999

61) **GENDER (ask if unsure):** 1- Male 2-Female

Thanks for sharing your time with me today. We'll be reporting the results of this survey to City Council in late November.