



CITY OF DOVER, DE 2008



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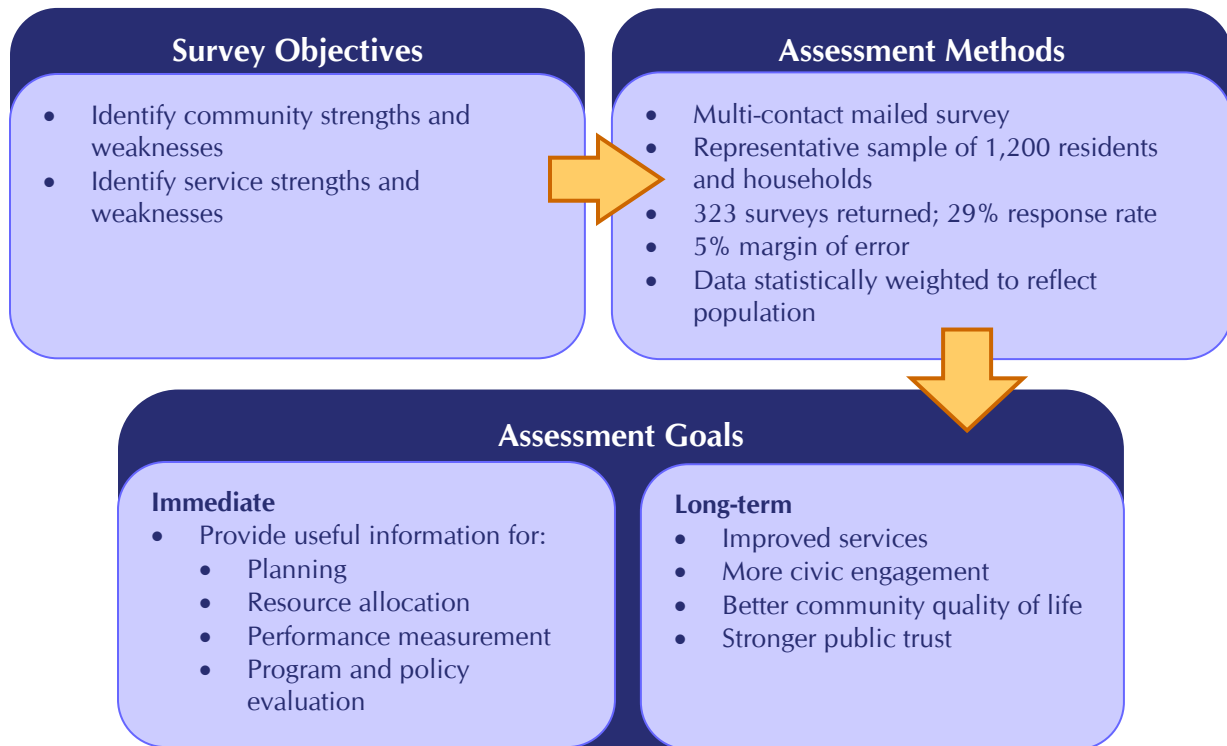
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SURVEY BACKGROUND

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 323 completed surveys were obtained, providing an overall response rate of 29%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Dover was developed in close cooperation with local jurisdiction staff. Dover staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings.

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" (or margin of error). The 95% confidence interval quantifies the sampling error or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any question and 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. The 95% confidence level for the City of Dover survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (323 completed surveys).

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 Dover, but from City of Dover 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 seven 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 Dover 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 Dover 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 Dover 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 Dover'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 Dover 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 Dover and believe the City is a good place to live. The overall quality of life in the City of Dover was rated as “excellent” or “good” by 72% of respondents. A majority report they plan on staying in the City of Dover for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three receiving the most favorable ratings were opportunities to volunteer, opportunities to participate in religious or spiritual events and activities and cleanliness of Dover. The two characteristics receiving the least positive ratings were employment opportunities and availability of affordable quality housing.

Many of the community characteristics rated were able to be compared to the benchmark database. Of the 27 characteristics for which comparisons were available, one was above the benchmark comparison, 15 were similar to the benchmark comparison and 11 were below.

Residents in the City of Dover were somewhat civically engaged. While only 28% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Dover.

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

On average, residents gave somewhat favorable ratings to many local government services. All of the City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, six were above the benchmark comparison, 18 were similar to the benchmark comparison and 11 were below.

A Key Driver Analysis was conducted for the City of Dover which examined the relationships between ratings of each service and ratings of the City of Dover'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 Dover 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:

- Power (electric and/or gas) utility
- City parks
- Preservation of natural areas
- Police services
- Public schools
- Health services

Of these services, those deserving the most attention may be below the benchmark comparisons: city parks, preservation of natural areas, and public schools. For power utility, police services and health services, the City of Dover is similar to the benchmark and may wish to keep a watchful eye or seek improvement.

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 Dover – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Dover. Residents were asked whether they planned to move soon or if they would recommend the City of Dover to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Dover offers services and amenities that work.

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

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

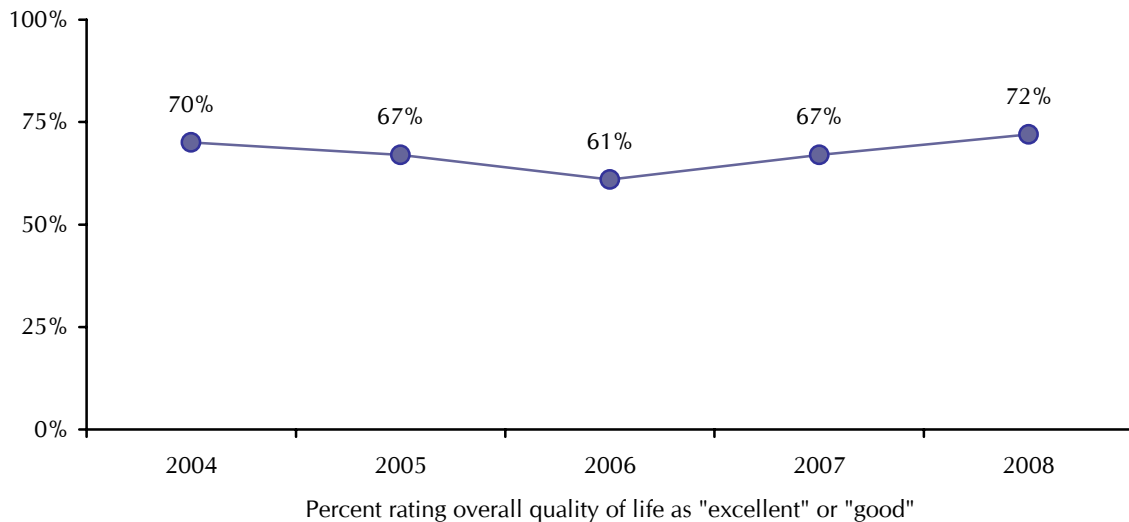


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2008	2007	2006	2005	2004
The overall quality of life in Dover	72%	67%	61%	67%	70%
Your neighborhood as a place to live	74%	61%	63%	66%	68%
Dover as a place to live	74%	77%	78%	77%	76%
Percent "excellent" or "good"					

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

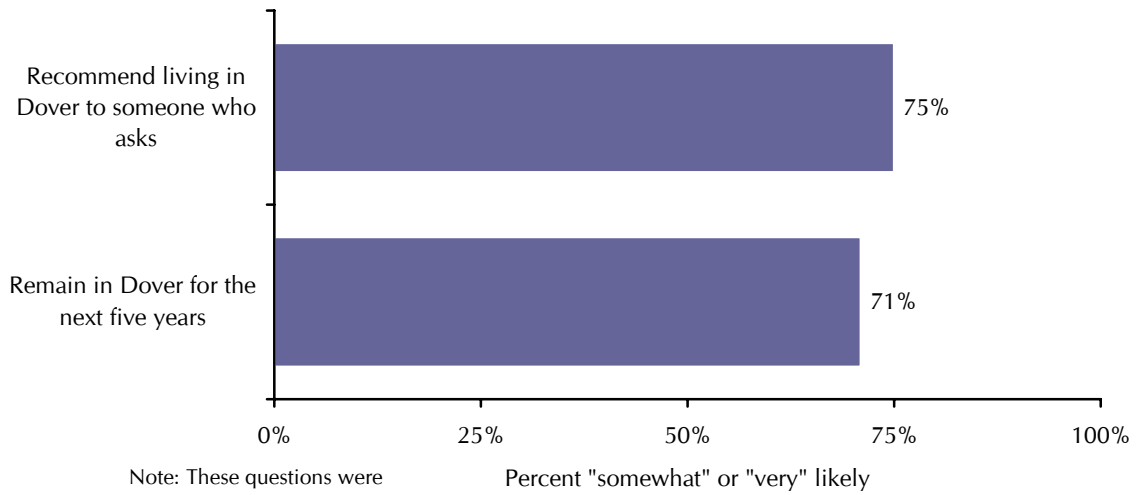


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

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 car travel was given the most positive rating, followed by ease of walking. These ratings tended to be similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2008	2007	2006	2005	2004
Ease of car travel in Dover	59%	56%	54%	54%	54%
Ease of bus travel in Dover	36%	43%	36%	39%	NA
Ease of bicycle travel in Dover	37%	38%	35%	42%	NA
Ease of walking in Dover	50%	50%	51%	51%	56%
Availability of paths and walking trails	41%	NA	NA	NA	NA
Traffic flow on major streets	46%	NA	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

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

Seven transportation services were rated in Dover. Three were above the benchmark, one below the benchmark and three were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2008	2007	2006	2005	2004
Street repair	54%	51%	51%	45%	53%
Street cleaning	70%	66%	69%	64%	68%
Street lighting	68%	65%	67%	61%	62%
Snow removal	59%	54%	53%	50%	46%
Sidewalk maintenance	55%	52%	52%	53%	47%
Traffic signal timing	46%	41%	42%	46%	42%
Amount of public parking	36%	36%	35%	38%	.
Percent "excellent" or "good"					

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Above
Street cleaning	Above
Street lighting	Above
Snow removal	Similar
Sidewalk maintenance	Similar
Traffic signal timing	Similar
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, 2% of work commute trips were made by transit and 2% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

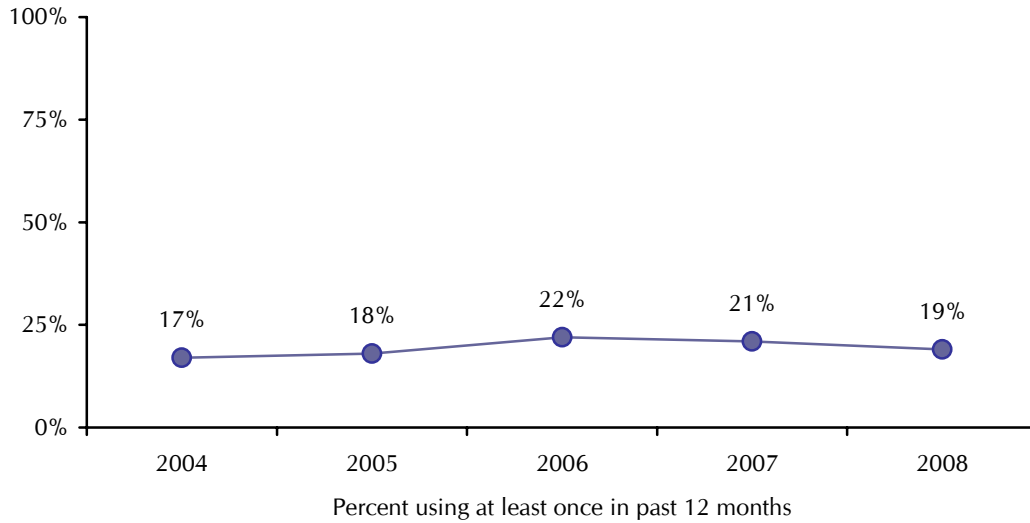
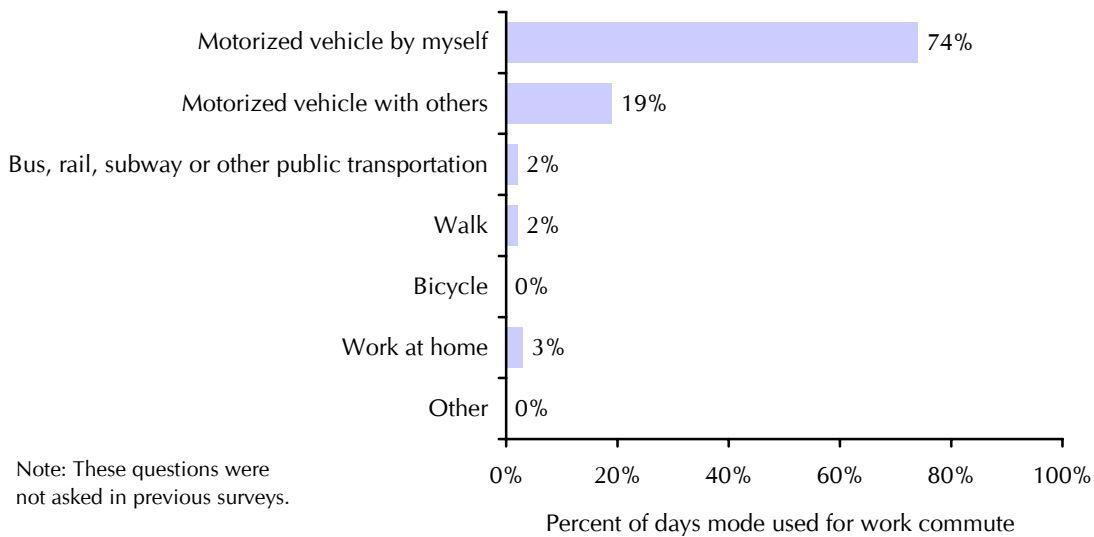


FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



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 Dover 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 34% of respondents, while the variety of housing options was rated as “excellent” or “good” by 52% of respondents. The rating of perceived affordable housing availability was similar in the City of Dover than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

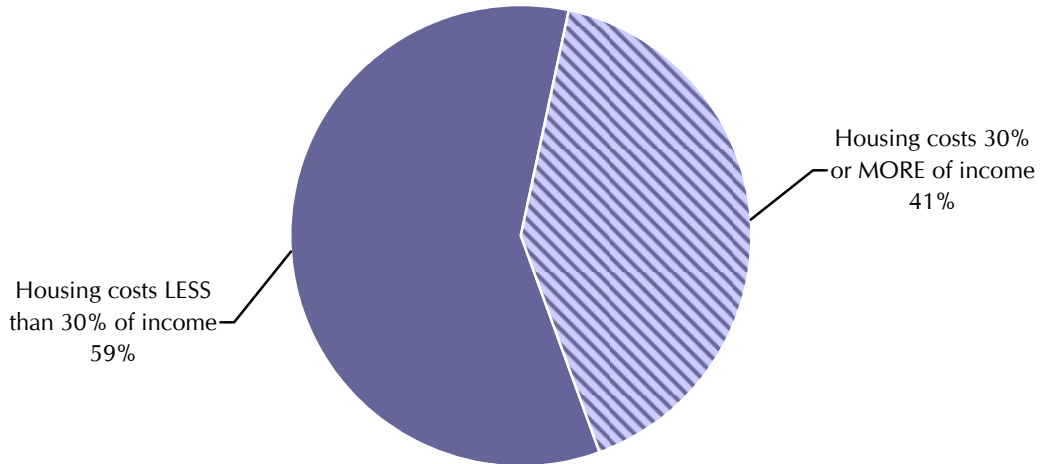
	2008	2007	2006	2005	2004
Availability of affordable quality housing	34%	38%	33%	32%	40%
Variety of housing options	52%
Percent "excellent" or "good"					

FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

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

To augment the perceptions of affordable housing in Dover, 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 Dover experiencing housing cost stress. About 41% 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.

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 Dover 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 Dover was rated as “excellent” by 9% of respondents and as “good” by an additional 53%. The overall appearance of Dover was rated as “excellent” or “good” by 67% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Dover, 50% thought they were a “major” or “moderate” problem. Ratings showed a varied pattern when compared to past years.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2008	2007	2006	2005	2004
Overall quality of new development in Dover	62%	58%	58%	62%	.
Overall appearance of Dover	67%	70%	68%	67%	69%
Percent "excellent" or "good"					

FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in city	Similar
Overall appearance of Dover	Similar

FIGURE 18: RATINGS OF POPULATION GROWTH BY YEAR

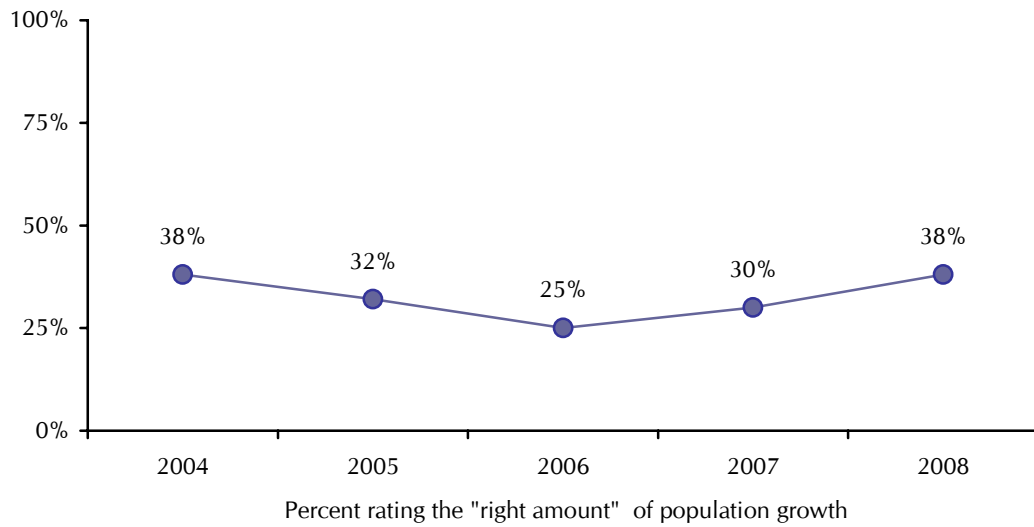


FIGURE 19: RATINGS OF NUISANCE PROBLEMS BY YEAR

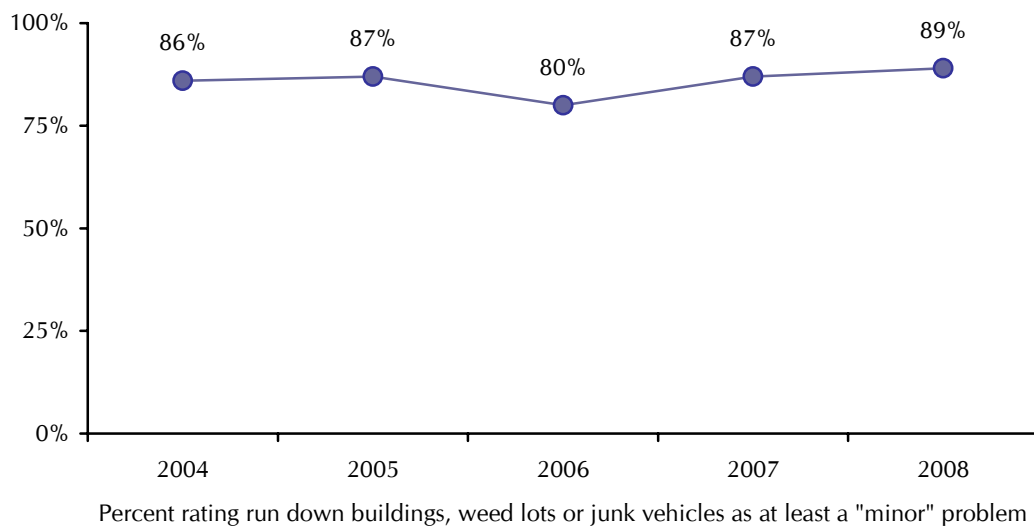


FIGURE 20: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2008	2007	2006	2005	2004
Land use, planning and zoning	34%	37%	37%	43%	39%
Code enforcement (weeds, abandoned buildings, etc)	46%	37%	44%	38%	41%
Animal control	70%	59%	62%	58%	55%
Percent "excellent" or "good"					

FIGURE 21: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc)	Similar
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 Dover as a place to work and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 22: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Employment opportunities	31%	31%	30%	25%	20%
Shopping opportunities	49%	60%	59%	53%	62%
Dover as a place to work	53%	53%	50%	51%	.
Overall quality of business and service establishments in Dover	47%
Percent "excellent" or "good"					

FIGURE 23: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Similar
Place to work	Below
Overall quality of business and service establishments in Dover	Not available

When asked to evaluate the rate of job growth in Dover, 19% responded that it was the “right amount,” while 47% reported the “right amount” of retail growth was occurring in Dover.

FIGURE 24: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

	2008	2007	2006	2005	2004
Jobs growth	19%	26%	24%	16%	18%
Retail growth (stores, restaurants, etc.)	47%	49%	48%	48%	47%
Percent "right amount" of growth					

FIGURE 25: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

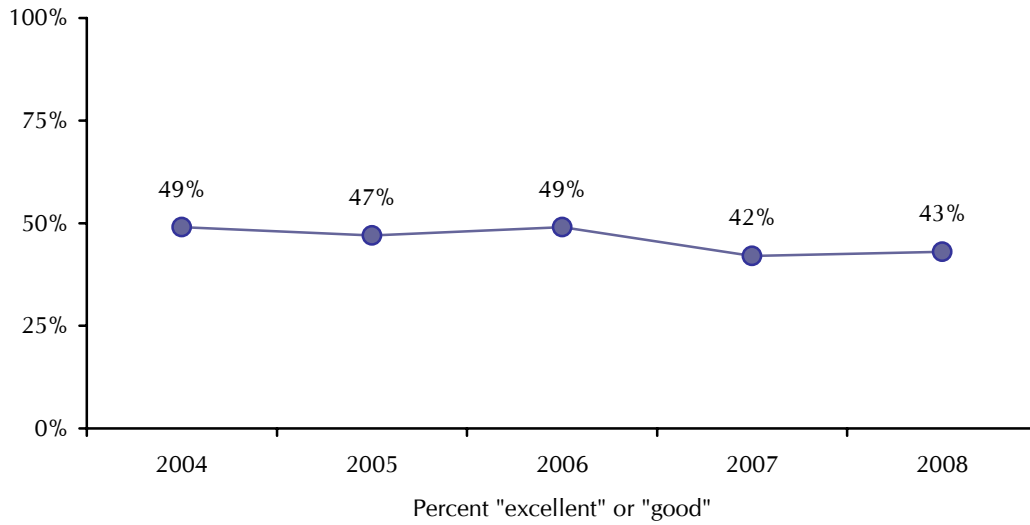
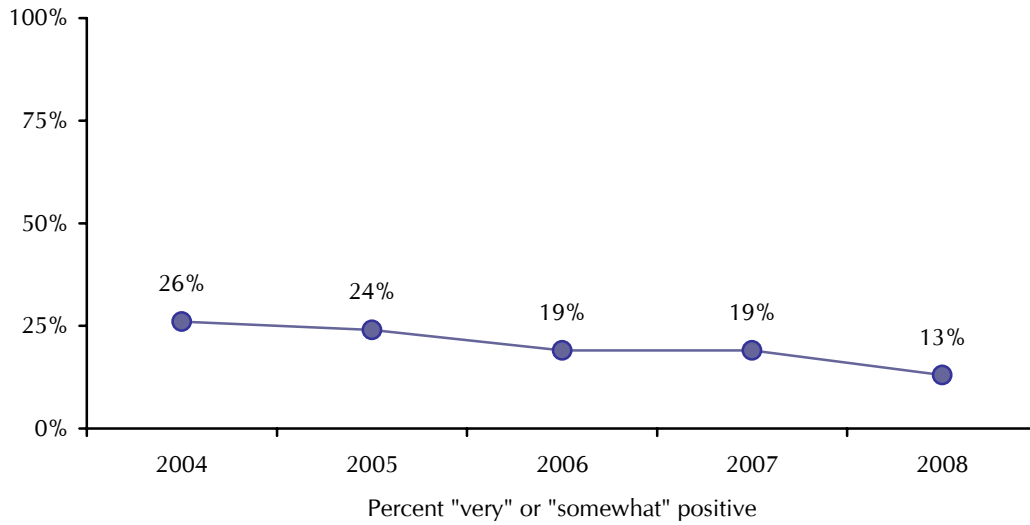


FIGURE 26: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of the City of Dover residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 57% felt that the economic future would be “somewhat” or “very” negative.

FIGURE 27: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR



PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City Dover. About 49% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 58% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 28: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2008	2007	2006	2005	2004
Safety in your neighborhood during the day	87%	87%	89%	89%	91%
Safety in your neighborhood after dark	67%	62%	68%	67%	66%
Safety in Dover's downtown area during the day	74%	77%	79%	83%	80%
Safety in Dover's downtown area after dark	23%	29%	28%	31%	30%
Safety from violent crime	49%	46%	51%	54%	55%
Safety from property crimes	43%	42%	41%	47%	47%
Safety from environmental hazards	58%
Percent "very" or "somewhat" safe					

FIGURE 29: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 88% had reported it to police.

FIGURE 30: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2008	2007	2006	2005	2004
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	14%	13%	14%	13%
If yes, was this crime (these crimes) reported to the police?	88%	71%	89%	64%	85%
Percent "yes"					

Residents rated seven City public safety services; of these, four were rated similar to the benchmark comparison and three were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and crime prevention received the lowest ratings. All were rated similarly compared to previous years.

FIGURE 31: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2008	2007	2006	2005	2004
Police services	75%	73%	74%	73%	72%
Fire services	89%	86%	88%	88%	91%
Ambulance or emergency medical services	80%	85%	80%	83%	84%
Crime prevention	53%	52%	49%	55%	.
Municipal courts	60%
Traffic enforcement	69%	65%	62%	58%	58%
Emergency preparedness	49%
Percent "excellent" or "good"					

FIGURE 32: PUBLIC SAFETY SERVICES BENCHMARKS

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

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 Dover 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 54% of survey respondents. Cleanliness of Dover received the highest rating, and it was similar to the benchmark.

FIGURE 33: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

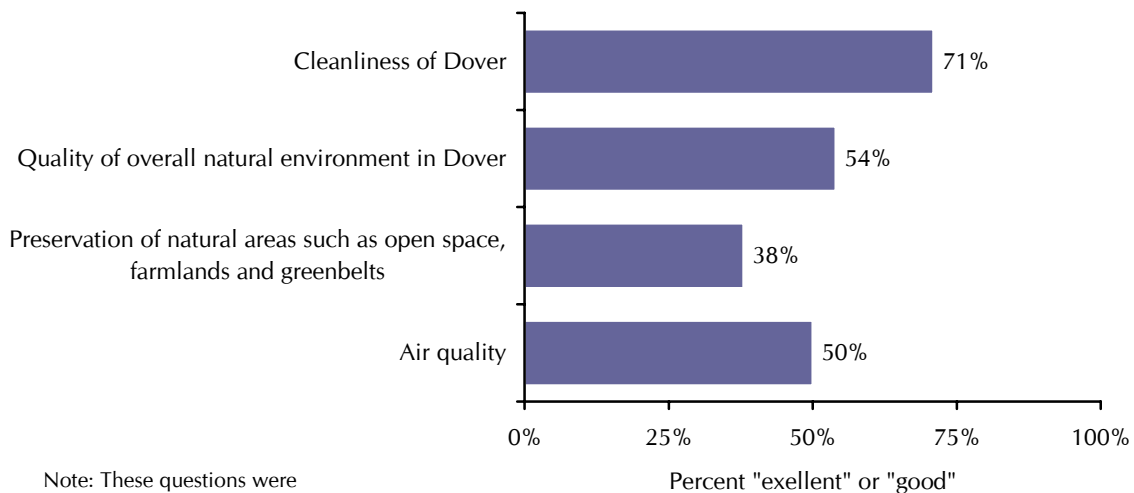


FIGURE 34: COMMUNITY ENVIRONMENT BENCHMARKS

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

Of the seven utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, four were similar and one was below the benchmark comparison. Some service ratings trends were varied when compared to past surveys.

FIGURE 35: RATINGS OF UTILITY SERVICES BY YEAR

	2008	2007	2006	2005	2004
Power (electric and/or gas) utility	69%	67%	66%	70%	.
Sewer services	66%	58%	63%	59%	62%
Drinking water	36%	31%	29%	30%	23%
Storm drainage	63%	51%	54%	52%	53%
Yard waste pick-up	76%	71%	77%	67%	78%
Recycling	64%	64%	69%	44%	.
Garbage collection	81%	80%	90%	80%	85%
Percent "excellent" or "good"					

FIGURE 36: UTILITY SERVICES BENCHMARKS

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

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 the community's parks and recreation services.

Parks and recreation ratings have varied over time.

FIGURE 37: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

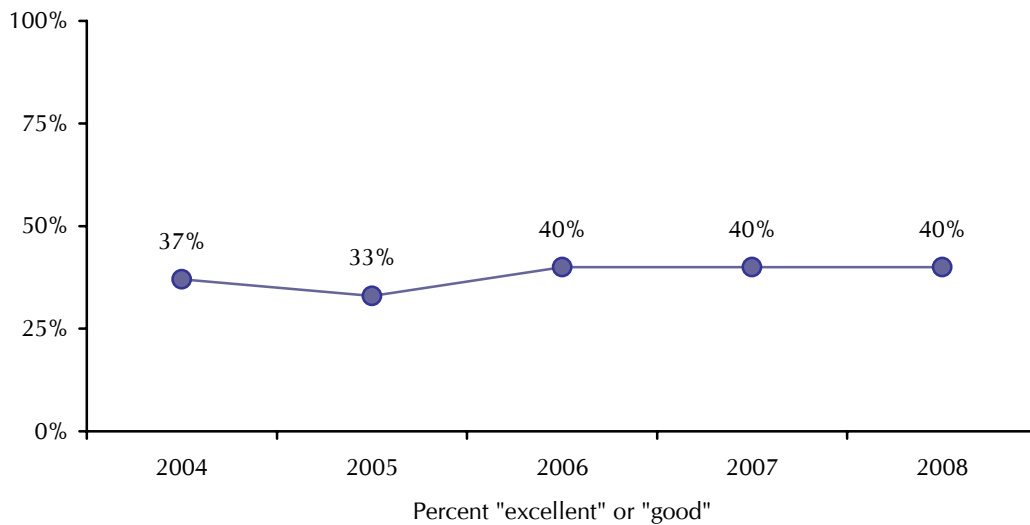


FIGURE 38: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Below

FIGURE 39: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Used Dover recreation centers	46%	47%	53%	45%	47%
Participated in a recreation program or activity	43%	40%	44%	42%	39%
Visited a neighborhood park or City park	83%	80%	79%	75%	80%
Percent using at least once in last 12 months					

FIGURE 40: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2008	2007	2006	2005	2004
City parks	66%	61%	56%	69%	67%
Recreation centers or facilities	60%	48%	47%	55%	.
Percent "excellent" or "good"					

FIGURE 41: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Below
Recreation centers or facilities	Below

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 40% of respondents. Educational opportunities were rated as “excellent” or “good” by 59% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, while cultural activity opportunities were rated below the benchmark comparison.

FIGURE 42: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Opportunities to attend cultural activities	40%	51%	54%	48%	45%
Educational opportunities	59%	68%	70%	63%	.
Percent "excellent" or "good"					

FIGURE 43: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Similar

FIGURE 44: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Used Dover public libraries or their services	65%	66%	67%	71%	72%
Participated in religious or spiritual activities in Dover	59%
Percent using at least once in last 12 months					

FIGURE 45: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2008	2007	2006	2005	2004
Public schools	54%	59%	53%	57%	52%
Public library services	72%	78%	75%	72%	78%
Percent "excellent" or "good"					

FIGURE 46: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Below
Public library services	Below

Health and Wellness

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

Residents of the City of Dover were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services.

FIGURE 47: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Availability of preventive health services	51%	NA	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 48: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of preventive health services	Similar

FIGURE 49: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Similar

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 Dover 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 Dover as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt the local sense of community was excellent or good. Fewer survey respondents felt the City of Dover was open and accepting towards people of diverse backgrounds. Openness and acceptance was rated the lowest by residents but was similar to the benchmark.

FIGURE 50: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2008	2007	2006	2005	2004
Sense of community	60%	57%	52%	51%	54%
Openness and acceptance of the community towards people of diverse backgrounds	54%	54%	51%	46%	50%
Dover as a place to raise children	73%	69%	68%	68%	71%
Dover as a place to retire	71%	69%	68%	68%	69%
Percent "excellent" or "good"					

FIGURE 51: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 44% to 65% with ratings of “excellent” or “good” in 2008.

FIGURE 52: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2008	2007	2006	2005	2004
Services to seniors	65%	64%	64%	65%	66%
Services to youth	47%	34%	40%	35%	39%
Services to low-income people	44%	42%	38%	32%	40%
Percent "excellent" or "good"					

FIGURE 53: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Below
Services to low income residents	Similar

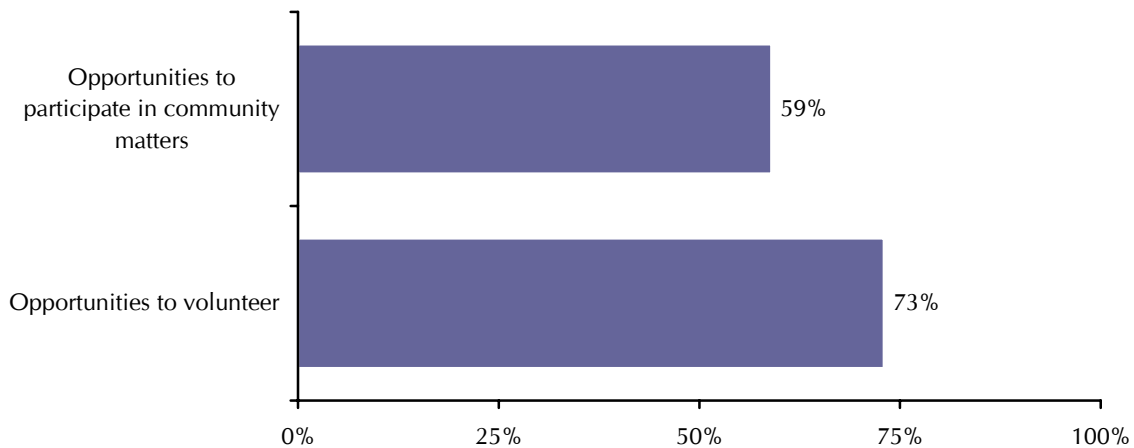
CIVIC ENGAGEMENT

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. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

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

FIGURE 54: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES



Note: These questions were not asked in previous surveys.

Percent "excellent" or "good"

FIGURE 55: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Most of the participants in this survey had not attended a public meeting in the 12 months prior, but the vast majority had helped a friend.

FIGURE 56: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2008	2007	2006	2005	2004
Attended a meeting of local elected officials or other local public meeting	28%	26%	33%	29%	32%
Watched a meeting of local elected officials or other local public meeting on cable television	36%	42%	40%	46%	49%
Volunteered your time to some group or activity in Dover	43%	.	.	.	47%
Participated in a club or civic group in Dover	32%
Provided help to a friend or neighbor	93%
Percent participating at least once in the last 12 months					

City of Dover residents showed the largest amount of civic engagement in the area of electoral participation. About 83% reported they were registered to vote; 70% indicated they had voted in the last general election.

FIGURE 57: REPORTED VOTING BEHAVIOR BY YEAR

	2008	2007	2006	2005	2004
Registered to vote	83%	79%	76%	77%	83%
Voted in the last general election	70%	63%	58%	65%	61%
Percent "yes"					

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 Dover Web site in the previous 12 months, 51% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 58: USE OF INFORMATION SOURCES BY YEAR

	2008	2007	2006	2005	2004
Read Dover Newsletter	86%	85%	83%	73%	83%
Visited the City of Dover Web site (at www.cityofdover.com)	51%	44%	43%	29%	.
Percent using at least once in last 12 months					

FIGURE 59: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2008	2007	2006	2005	2004
Cable television	52%	51%	53%	49%	46%
Public information services	59%	63%	61%	63%	.
Percent "excellent" or "good"					

FIGURE 60: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 44% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 61: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

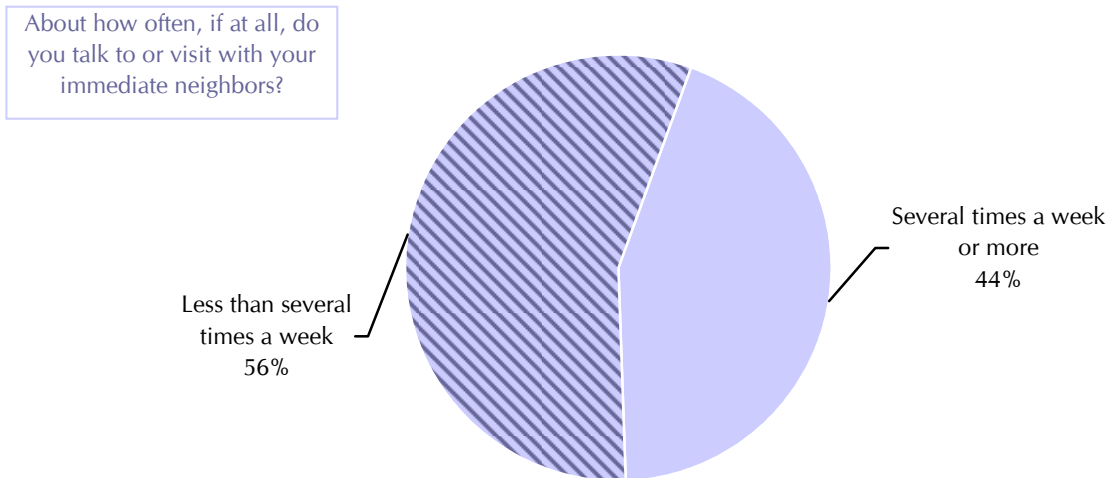
	2008	2007	2006	2005	2004
Opportunities to participate in social events and activities	44%	NA	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	73%	NA	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 62: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in Dover reported a fair amount of neighborliness. More than 44% indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 63: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR



Note: This question was not asked in previous surveys.

PUBLIC TRUST

Residents are more likely to cooperate with the proposals and policies advanced by their community leaders when trust in local government officials runs high. Trust can be measured in residents’ opinions about the overall direction the City of Dover 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 Dover 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 Dover 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 Dover does at listening to citizens, 41% rated it as “excellent” or “good.”

FIGURE 64: PUBLIC TRUST RATINGS BY YEAR

	2008	2007	2006	2005	2004
The value of services for the taxes paid to Dover	59%	57%	60%	57%	65%
The overall direction that Dover is taking	50%	54%	54%	60%	53%
The job Dover government does at welcoming citizen involvement	47%	59%	57%	52%	55%
The job Dover government does at listening to citizens	41%	47%	44%	40%	44%
Overall image or reputation of Dover	58%	60%	61%	62%	.

Percent "excellent" or "good"

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

FIGURE 65: PUBLIC TRUST BENCHMARKS

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

On average, residents of the City of Dover gave the highest evaluations to their own local government and the lowest average rating to the federal government. The overall quality of services delivered by the City of Dover was rated as “excellent” or “good” by 67% of survey participants. The City of Dover’s rating was similar to the benchmark. Ratings of overall City services have remained stable over the last five years.

FIGURE 66: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF DOVER BY YEAR

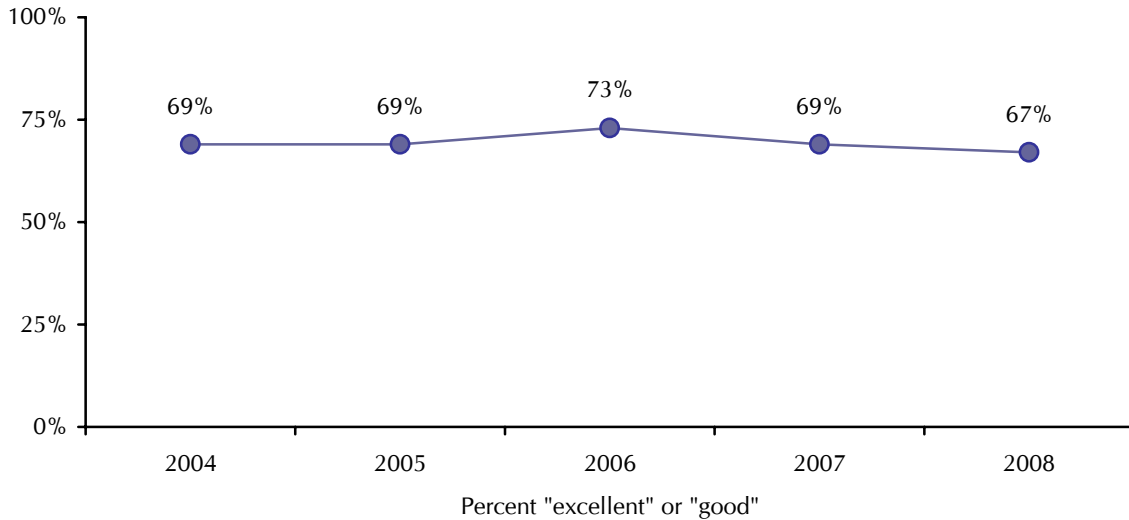


FIGURE 67: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2008	2007	2006	2005	2004
Services provided by City of Dover	67%	69%	73%	69%	69%
Services provided by the Federal Government	52%	47%	52%	53%	54%
Services provided by the State Government	53%	55%	54%	52%	55%
Services provided by Kent County Government	58%
Percent "excellent" or "good"					

FIGURE 68: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Dover	Similar
Services provided by the Federal Government	Above
Services provided by the State Government	Above
Services provided by Kent County Government	Not available

City of Dover Employees

The employees of the City of Dover who interact with the public create the first impression that most residents have of the City of Dover. 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 Dover. 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 Dover 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 66% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 73% of respondents rated their overall impression as "excellent" or "good." Ratings of City employees were similar to the benchmark and were similar to past survey years.

FIGURE 69: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

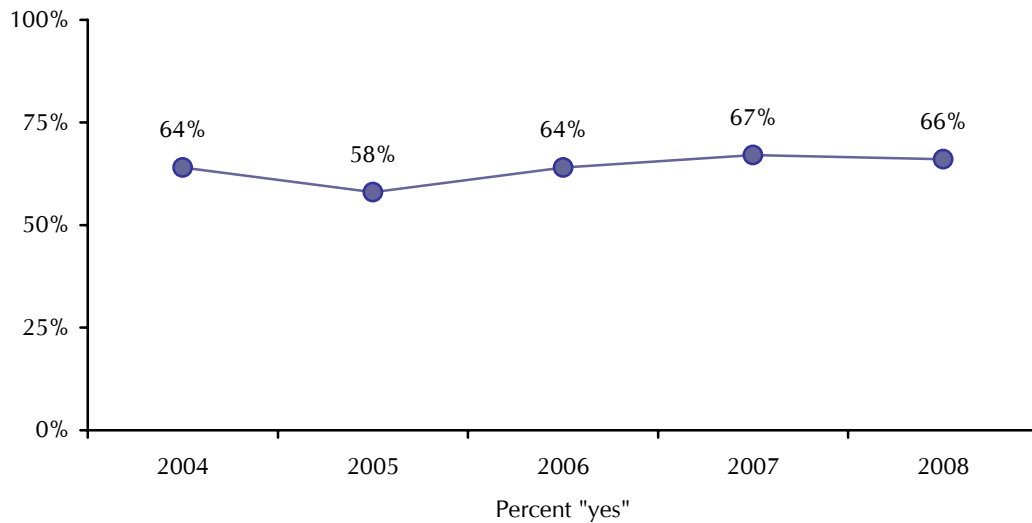


FIGURE 70: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2008	2007	2006	2005	2004
Knowledge	76%	79%	83%	76%	80%
Responsiveness	71%	79%	77%	77%	77%
Courtesy	72%	78%	75%	79%	76%
Overall impression	73%	79%	75%	77%	75%
Percent "excellent" or "good"					

FIGURE 71: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

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

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. 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 Dover by examining the relationships between ratings of each service and ratings of the City of Dover'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 Dover 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 Dover Key Driver Analysis were:

- Power (electric and/or gas) utility
- City parks
- Preservation of natural areas
- Police services
- Public schools
- Health services

CITY OF DOVER ACTION CHART

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

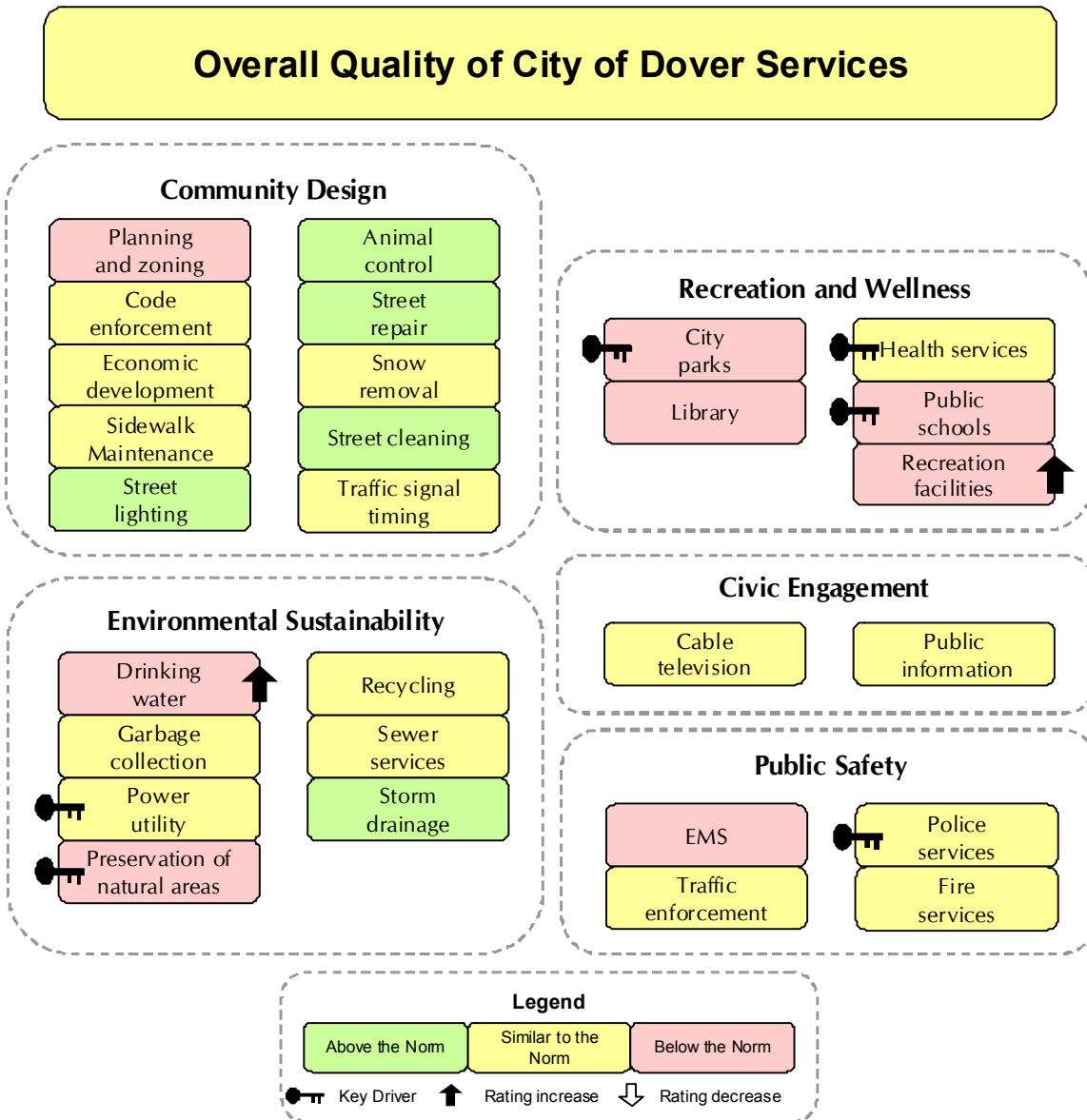
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-eight services were included in the KDA for the City of Dover. Of these, five were above the benchmark, eight were below the benchmark and 15 were similar to the benchmark. Ratings for two services were trending up and none were trending down, while 26 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. 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 72: CITY OF DOVER ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Dover provide a list of those services that are uniquely related to overall service quality here. Those key drivers are marked by key symbols 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 Dover, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This list is updated every three years 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 below and we have indicated the City of Dover key drivers that overlap core services or the nationally derived keys.

FIGURE 73: KEY DRIVERS COMPARED

Service	City of Dover Key Drivers	National Key Drivers	Core Services
City parks	✓		
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Health services	✓		
Land use planning and zoning		✓	
Police services	✓	✓	✓
Power utility	✓		
Preservation of natural areas	✓		
Public information services		✓	
Public schools	✓	✓	
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

POLICY QUESTIONS

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

Policy Question 1					
Please indicate how the following City of Dover fees are priced:	Much too high	Somewhat too high	About right	Too low	Total
Water fees	15%	27%	58%	0%	100%
Sewer fees	16%	27%	57%	1%	100%
Electricity fees	26%	42%	33%	0%	100%

Policy Question 2					
The City of Dover is planning to build a new, bigger library with adult, child and research collections, as well as plenty of parking. Please indicate how important, if at all, each of the following areas/services is for the new library:	Essential	Very important	Somewhat important	Not at all important	Total
Teen area	30%	40%	24%	6%	100%
Community meeting room	18%	41%	31%	10%	100%
Toddler area	26%	38%	26%	10%	100%
Computers for internet	53%	29%	15%	3%	100%
Cafe	13%	19%	37%	31%	100%
Used book store	18%	36%	41%	5%	100%
Quiet study rooms	40%	39%	19%	2%	100%
Outdoor seating area	21%	26%	37%	15%	100%
Small theater	12%	20%	39%	29%	100%
Classrooms	17%	31%	41%	12%	100%
Wireless access	37%	32%	24%	7%	100%
Business resources	26%	43%	26%	4%	100%
Career center	32%	38%	26%	4%	100%
Drive-through window	10%	20%	24%	46%	100%
Genealogical research center	13%	32%	36%	19%	100%
Self-service checkout	16%	30%	39%	15%	100%
Office-supply vending unit	7%	21%	43%	28%	100%
Public information center	37%	41%	20%	1%	100%
Legal reference resources	33%	38%	25%	4%	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 Dover:	Excellent	Good	Fair	Poor	Total
Dover as a place to live	20%	54%	23%	3%	100%
Your neighborhood as a place to live	24%	51%	19%	7%	100%
Dover as a place to raise children	16%	56%	22%	6%	100%
Dover as a place to work	9%	43%	30%	17%	100%
Dover as a place to retire	22%	49%	23%	6%	100%
The overall quality of life in Dover	12%	60%	25%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Dover as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	53%	32%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	45%	35%	11%	100%
Overall appearance of Dover	18%	49%	29%	4%	100%
Cleanliness of Dover	20%	50%	26%	4%	100%
Overall quality of new development in Dover	9%	53%	29%	9%	100%
Variety of housing options	12%	40%	34%	14%	100%
Overall quality of business and service establishments in Dover	5%	42%	42%	11%	100%
Shopping opportunities	10%	38%	33%	18%	100%
Opportunities to attend cultural activities	8%	32%	38%	22%	100%
Recreational opportunities	7%	33%	40%	20%	100%
Employment opportunities	5%	26%	34%	35%	100%
Educational opportunities	14%	45%	32%	9%	100%
Opportunities to participate in social events and activities	7%	37%	43%	13%	100%
Opportunities to participate in religious or spiritual events and activities	16%	58%	23%	4%	100%
Opportunities to volunteer	17%	56%	21%	5%	100%
Opportunities to participate in community matters	12%	47%	29%	12%	100%
Ease of car travel in Dover	12%	46%	34%	8%	100%
Ease of bus travel in Dover	5%	31%	36%	28%	100%
Ease of bicycle travel in Dover	4%	33%	37%	26%	100%
Ease of walking in Dover	7%	43%	31%	19%	100%
Availability of paths and walking trails	7%	34%	34%	26%	100%
Traffic flow on major streets	7%	39%	35%	19%	100%
Amount of public parking	6%	30%	40%	24%	100%
Availability of affordable quality housing	4%	31%	37%	28%	100%
Availability of preventive health services	5%	46%	32%	17%	100%
Air quality	10%	40%	37%	13%	100%
Quality of overall natural environment in Dover	8%	46%	38%	8%	100%
Overall image or reputation of Dover	8%	50%	35%	7%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Dover over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	4%	38%	38%	20%	100%
Retail growth (stores, restaurants, etc.)	5%	30%	47%	12%	6%	100%
Jobs growth	36%	44%	19%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dover?	Percent of respondents
Not a problem	11%
Minor problem	39%
Moderate problem	40%
Major problem	10%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Dover:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	12%	37%	19%	26%	6%	100%
Property crimes (e.g., burglary, theft)	9%	34%	23%	24%	11%	100%
Environmental hazards, including toxic waste	17%	41%	17%	17%	8%	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	54%	33%	6%	6%	1%	100%
In your neighborhood after dark	25%	42%	11%	16%	6%	100%
In Dover's downtown area during the day	26%	48%	12%	11%	4%	100%
In Dover's downtown area after dark	4%	19%	15%	33%	29%	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	88%
Yes	12%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	12%
Yes	88%
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 Dover?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Dover public libraries or their services	35%	26%	20%	8%	10%	100%
Used Dover recreation centers	54%	21%	15%	6%	4%	100%
Participated in a recreation program or activity	57%	22%	17%	3%	1%	100%
Visited a neighborhood park or City park	17%	34%	30%	10%	9%	100%
Ridden a local bus within Dover	81%	8%	5%	1%	5%	100%
Attended a meeting of local elected officials or other local public meeting	72%	19%	8%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	64%	22%	8%	4%	2%	100%
Read Dover Newsletter	14%	23%	36%	12%	14%	100%
Visited the City of Dover Web site (at www.cityofdover.com)	49%	22%	23%	5%	2%	100%
Recycled used paper, cans or bottles from your home	40%	11%	13%	11%	25%	100%
Volunteered your time to some group or activity in Dover	57%	17%	14%	5%	7%	100%
Participated in religious or spiritual activities in Dover	41%	21%	10%	7%	21%	100%
Participated in a club or civic group in Dover	68%	14%	9%	3%	6%	100%
Provided help to a friend or neighbor	7%	18%	41%	18%	15%	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	19%
Several times a week	24%
Several times a month	27%
Once a month	9%
Several times a year	6%
Once a year or less	3%
Never	11%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Dover:	Excellent	Good	Fair	Poor	Total
Police services	26%	49%	21%	4%	100%
Fire services	38%	50%	9%	2%	100%
Ambulance or emergency medical services	31%	49%	14%	5%	100%
Crime prevention	12%	41%	37%	10%	100%
Municipal courts	13%	47%	29%	11%	100%
Traffic enforcement	12%	57%	25%	7%	100%
Street repair	8%	46%	36%	10%	100%
Street cleaning	18%	52%	25%	5%	100%
Street lighting	17%	51%	25%	7%	100%
Snow removal	17%	43%	28%	13%	100%
Sidewalk maintenance	9%	46%	32%	13%	100%
Traffic signal timing	9%	37%	34%	20%	100%
Garbage collection	31%	51%	15%	3%	100%
Recycling	26%	38%	29%	7%	100%
Yard waste pick-up	30%	46%	20%	5%	100%
Storm drainage	12%	51%	29%	8%	100%
Drinking water	6%	31%	31%	32%	100%
Sewer services	13%	54%	28%	6%	100%
Power (electric and/or gas) utility	17%	52%	22%	9%	100%
City parks	12%	54%	27%	7%	100%
Recreation centers or facilities	10%	50%	28%	12%	100%
Land use, planning and zoning	4%	30%	41%	25%	100%
Code enforcement (weeds, abandoned buildings, etc)	7%	39%	37%	17%	100%
Animal control	10%	60%	22%	8%	100%
Economic development	9%	35%	40%	17%	100%
Health services	10%	48%	31%	11%	100%
Services to seniors	18%	46%	28%	7%	100%
Services to youth	12%	35%	30%	23%	100%
Services to low-income people	11%	33%	31%	26%	100%
Public library services	23%	49%	24%	4%	100%
Public information services	10%	49%	33%	8%	100%
Public schools	13%	41%	30%	16%	100%
Cable television	12%	40%	34%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	41%	37%	14%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	31%	33%	28%	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 Dover	13%	54%	26%	8%	100%
The Federal Government	9%	43%	35%	13%	100%
The State Government	10%	43%	34%	12%	100%
Kent County Government	10%	48%	30%	12%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Dover within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	34%
Yes	66%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Dover in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	25%	51%	19%	6%	100%
Responsiveness	27%	44%	18%	11%	100%
Courtesy	33%	39%	17%	11%	100%
Overall impression	28%	45%	17%	9%	100%

Question 15: Government Performance					
Please rate the following categories of Dover government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Dover	12%	46%	28%	14%	100%
The overall direction that Dover is taking	5%	46%	35%	14%	100%
The job Dover government does at welcoming citizen involvement	6%	41%	36%	17%	100%
The job Dover government does at listening to citizens	6%	35%	34%	25%	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 Dover to someone who asks	36%	39%	14%	11%	100%
Remain in Dover for the next five years	49%	22%	11%	18%	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	6%
Somewhat positive	7%
Neutral	30%
Somewhat negative	39%
Very negative	18%
Total	100%

Question 18a: Policy Question 1					
Please indicate how the following City of Dover fees are priced:	Much too high	Somewhat too high	About right	Too low	Total
Water fees	15%	27%	58%	0%	100%
Sewer fees	16%	27%	57%	1%	100%
Electricity fees	26%	42%	33%	0%	100%

Question 18b: Policy Question 2					
The City of Dover is planning to build a new, bigger library with adult, child and research collections, as well as plenty of parking. Please indicate how important, if at all, each of the following areas/services if for the new library:	Essential	Very important	Somewhat important	Not at all important	Total
Teen area	30%	40%	24%	6%	100%
Community meeting room	18%	41%	31%	10%	100%
Toddler area	26%	38%	26%	10%	100%
Computers for internet	53%	29%	15%	3%	100%
Cafe	13%	19%	37%	31%	100%
Used book store	18%	36%	41%	5%	100%
Quiet study rooms	40%	39%	19%	2%	100%
Outdoor seating area	21%	26%	37%	15%	100%
Small theater	12%	20%	39%	29%	100%
Classrooms	17%	31%	41%	12%	100%
Wireless access	37%	32%	24%	7%	100%
Business resources	26%	43%	26%	4%	100%
Career center	32%	38%	26%	4%	100%
Drive-through window	10%	20%	24%	46%	100%
Genealogical research center	13%	32%	36%	19%	100%
Self-service checkout	16%	30%	39%	15%	100%
Office-supply vending unit	7%	21%	43%	28%	100%
Public information center	37%	41%	20%	1%	100%
Legal reference resources	33%	38%	25%	4%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	25%
Yes, full-time	62%
Yes, part-time	13%
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	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	19%
Bus, rail, subway or other public transportation	2%
Bicycle	0%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Dover?	Percent of respondents
Less than 2 years	19%
2 to 5 years	18%
6 to 10 years	16%
11 to 20 years	14%
More than 20 years	34%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	49%
House attached to one or more houses (e.g., a duplex or townhome)	18%
Building with two or more apartments or condominiums	32%
Mobile home	0%
Other	0%
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	39%
Owned by you or someone in this house with a mortgage or free and clear	61%
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	4%
\$300 to \$599 per month	11%
\$600 to \$999 per month	43%
\$1,000 to \$1,499 per month	26%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	68%
Yes	32%
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	79%
Yes	21%
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	24%
\$25,000 to \$49,999	35%
\$50,000 to \$99,999	27%
\$100,000 to \$149,000	10%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
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	5%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	34%
White	56%
Other	8%
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	8%
25 to 34 years	30%
35 to 44 years	16%
45 to 54 years	18%
55 to 64 years	11%
65 to 74 years	11%
75 years or older	7%
Total	100%

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

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	82%
Ineligible to vote	1%
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	29%
Yes	68%
Ineligible to vote	3%
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 Dover:	Excellent		Good		Fair		Poor		Don't know		Total	
Dover as a place to live	20%	64	54%	174	23%	75	3%	9	1%	2	100%	323
Your neighborhood as a place to live	24%	76	51%	163	19%	62	7%	21	0%	0	100%	323
Dover as a place to raise children	15%	47	50%	161	19%	63	5%	16	11%	34	100%	321
Dover as a place to work	9%	28	41%	130	28%	90	16%	52	6%	20	100%	320
Dover as a place to retire	20%	64	45%	143	20%	65	5%	17	9%	30	100%	319
The overall quality of life in Dover	12%	40	60%	192	25%	81	3%	8	0%	0	100%	322

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dover as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sense of community	7%	22	51%	160	30%	97	8%	24	5%	15	100%	317
Openness and acceptance of the community towards people of diverse backgrounds	8%	26	43%	137	33%	106	10%	32	6%	19	100%	321
Overall appearance of Dover	18%	57	49%	157	29%	93	4%	13	0%	1	100%	321
Cleanliness of Dover	20%	64	50%	161	26%	82	4%	12	0%	1	100%	320
Overall quality of new development in Dover	8%	27	51%	162	28%	89	9%	28	5%	14	100%	320
Variety of housing options	11%	35	38%	121	33%	103	13%	42	5%	15	100%	317
Overall quality of business and service establishments in Dover	5%	17	41%	133	41%	131	11%	35	2%	5	100%	321
Shopping opportunities	10%	33	38%	123	33%	106	18%	59	0%	1	100%	322
Opportunities to attend cultural activities	7%	23	30%	97	36%	114	21%	66	7%	21	100%	321
Recreational opportunities	7%	21	32%	101	38%	120	19%	62	5%	16	100%	321
Employment opportunities	5%	15	23%	74	30%	97	31%	101	10%	33	100%	320
Educational opportunities	13%	43	43%	137	30%	96	9%	27	5%	17	100%	320
Opportunities to participate in social events and activities	6%	19	34%	109	39%	126	12%	38	9%	30	100%	322
Opportunities to participate in religious or spiritual events and activities	14%	44	51%	163	20%	64	4%	11	12%	38	100%	321
Opportunities to volunteer	15%	48	47%	153	18%	58	4%	14	15%	50	100%	322
Opportunities to participate in community matters	10%	33	39%	123	25%	77	10%	31	16%	50	100%	314
Ease of car travel in Dover	12%	38	46%	146	33%	107	7%	24	2%	6	100%	320
Ease of bus travel in Dover	3%	11	22%	71	25%	80	20%	63	30%	96	100%	321
Ease of bicycle travel in Dover	3%	9	25%	81	29%	91	20%	64	23%	74	100%	319
Ease of walking in Dover	6%	20	41%	129	29%	92	18%	55	5%	17	100%	313
Availability of paths and walking trails	6%	20	30%	96	30%	95	23%	73	11%	34	100%	319
Traffic flow on major streets	7%	22	39%	126	35%	113	19%	60	0%	0	100%	321
Amount of public parking	6%	17	29%	91	38%	121	23%	74	4%	14	100%	318
Availability of affordable quality housing	3%	11	29%	92	35%	112	27%	84	5%	17	100%	316
Availability of preventive health services	4%	13	40%	128	28%	89	14%	46	14%	44	100%	318

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dover as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Air quality	10%	30	39%	122	36%	113	12%	39	4%	13	100%
Quality of overall natural environment in Dover	8%	26	44%	141	37%	118	8%	24	3%	8	100%	318
Overall image or reputation of Dover	7%	24	49%	157	34%	110	7%	21	3%	10	100%	322

Question 3: Growth														
Please rate the speed of growth in the following categories in Dover over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	1	3%	10	32%	101	32%	102	17%	55	15%	48	100%
Retail growth (stores, restaurants, etc.)	5%	15	27%	85	43%	135	11%	34	6%	18	9%	29	100%	317
Jobs growth	27%	86	34%	107	15%	46	1%	2	0%	1	24%	76	100%	318

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dover?	Percent of respondents	Count
Not a problem	11%	34
Minor problem	37%	117
Moderate problem	37%	119
Major problem	10%	31
Don't know	6%	18
Total	100%	319

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Dover:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	12%	39	36%	117	19%	60	26%	82	6%	20	1%	4	100%
Property crimes (e.g., burglary, theft)	8%	27	34%	107	23%	72	23%	74	11%	33	1%	4	100%	316
Environmental hazards, including toxic waste	15%	49	37%	118	15%	47	15%	49	7%	24	10%	33	100%	319

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	54%	174	33%	108	6%	19	6%	19	1%	3	0%	0	100%
In your neighborhood after dark	25%	79	42%	134	11%	34	16%	52	6%	20	0%	1	100%	320
In Dover's downtown area during the day	25%	81	45%	146	11%	35	10%	33	4%	11	5%	15	100%	322
In Dover's downtown area after dark	4%	12	18%	57	14%	46	30%	97	27%	86	8%	25	100%	323

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	88%	274
Yes	12%	37
Don't know	0%	2
Total	100%	312

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	11%	5
Yes	82%	35
Don't know	6%	3
Total	100%	42

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 Dover?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Dover public libraries or their services	35%	114	26%	84	20%	63	8%	27	10%	33	100%
Used Dover recreation centers	54%	173	21%	68	15%	48	6%	18	4%	13	100%	320
Participated in a recreation program or activity	57%	180	22%	69	17%	53	3%	11	1%	4	100%	316
Visited a neighborhood park or City park	17%	54	34%	108	30%	95	10%	33	9%	29	100%	319
Ridden a local bus within Dover	81%	252	8%	25	5%	15	1%	4	5%	16	100%	312
Attended a meeting of local elected officials or other local public meeting	72%	229	19%	60	8%	25	1%	3	1%	3	100%	320
Watched a meeting of local elected officials or other local public meeting on cable television	64%	203	22%	70	8%	27	4%	13	2%	6	100%	320
Read Dover Newsletter	14%	44	23%	73	36%	114	12%	39	14%	43	100%	314
Visited the City of Dover Web site (at www.cityofdover.com)	49%	153	22%	68	23%	74	5%	15	2%	5	100%	315
Recycled used paper, cans or bottles from your home	40%	125	11%	35	13%	42	11%	34	25%	79	100%	315
Volunteered your time to some group or activity in Dover	57%	179	17%	53	14%	43	5%	16	7%	22	100%	314
Participated in religious or spiritual activities in Dover	41%	128	21%	67	10%	32	7%	22	21%	65	100%	315
Participated in a club or civic group in Dover	68%	214	14%	45	9%	28	3%	11	6%	17	100%	315
Provided help to a friend or neighbor	7%	22	18%	58	41%	132	18%	58	15%	49	100%	320

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	19%	62
Several times a week	24%	78
Several times a month	27%	85
Once a month	9%	30
Several times a year	6%	21
Once a year or less	3%	10
Never	11%	35
Total	100%	320

Question 11: Service Quality												
Please rate the quality of each of the following services in Dover:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	23%	75	44%	139	19%	59	4%	12	11%	34	100%	319
Fire services	31%	101	41%	132	7%	23	2%	7	18%	59	100%	321
Ambulance or emergency medical services	23%	74	36%	116	11%	34	4%	13	26%	82	100%	319
Crime prevention	10%	30	34%	109	30%	97	8%	27	18%	56	100%	319
Municipal courts	8%	24	28%	90	17%	55	7%	21	40%	127	100%	317
Traffic enforcement	11%	33	50%	156	22%	68	6%	19	11%	36	100%	312
Street repair	8%	26	44%	140	34%	109	9%	29	4%	13	100%	317
Street cleaning	18%	56	50%	160	24%	77	4%	14	4%	14	100%	321
Street lighting	17%	53	51%	162	25%	80	7%	21	1%	3	100%	319
Snow removal	15%	48	38%	122	25%	79	12%	37	10%	32	100%	318
Sidewalk maintenance	8%	25	41%	130	28%	90	11%	36	12%	37	100%	319
Traffic signal timing	9%	27	37%	116	33%	104	20%	63	1%	4	100%	315
Garbage collection	30%	96	50%	158	15%	48	3%	10	2%	5	100%	317
Recycling	20%	65	29%	94	22%	71	6%	18	22%	71	100%	319
Yard waste pick-up	23%	73	35%	112	15%	48	4%	12	22%	71	100%	317
Storm drainage	10%	33	46%	142	25%	79	7%	22	11%	35	100%	312
Drinking water	6%	18	30%	95	30%	97	31%	100	3%	10	100%	320
Sewer services	11%	35	47%	148	24%	76	5%	16	13%	40	100%	315
Power (electric and/or gas) utility	17%	53	52%	163	22%	70	9%	27	1%	3	100%	317
City parks	11%	33	48%	154	24%	77	6%	20	10%	33	100%	317
Recreation centers or facilities	7%	24	36%	114	20%	65	8%	27	28%	91	100%	320
Land use, planning and zoning	3%	9	21%	66	29%	90	17%	55	30%	94	100%	313
Code enforcement (weeds, abandoned buildings, etc)	5%	17	31%	98	30%	93	13%	43	20%	64	100%	316
Animal control	8%	24	43%	137	16%	50	6%	19	28%	88	100%	317
Economic development	7%	21	26%	83	31%	97	13%	40	24%	75	100%	316
Health services	8%	26	40%	127	26%	82	9%	30	16%	51	100%	316

Question 11: Service Quality												
Please rate the quality of each of the following services in Dover:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to seniors	13%	40	31%	100	19%	62	5%	15	32%	102	100%
Services to youth	8%	25	23%	74	20%	63	15%	48	33%	104	100%	314
Services to low-income people	6%	20	20%	63	18%	58	15%	48	41%	130	100%	319
Public library services	18%	58	39%	125	19%	61	3%	11	20%	63	100%	318
Public information services	8%	25	38%	120	26%	82	6%	20	23%	73	100%	319
Public schools	10%	30	30%	96	22%	71	12%	37	26%	82	100%	316
Cable television	11%	34	37%	116	31%	99	13%	40	9%	27	100%	316
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	16	24%	74	21%	67	8%	25	42%	133	100%	314
Preservation of natural areas such as open space, farmlands and greenbelts	5%	17	22%	70	24%	76	21%	64	27%	86	100%	313

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 Dover	12%	38	51%	164	25%	78	7%	23	5%	16	100%
The Federal Government	8%	25	35%	112	28%	90	11%	35	18%	56	100%	317
The State Government	9%	28	37%	117	29%	93	11%	34	15%	46	100%	318
Kent County Government	8%	25	39%	125	25%	79	10%	32	18%	58	100%	319

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Dover within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	34%	104
Yes	66%	201
Total	100%	305

Question 14: City Employees												
What was your impression of the employee(s) of the City of Dover in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	24%	53	49%	107	18%	40	6%	12	3%	6	100%
Responsiveness	27%	58	42%	92	18%	38	11%	23	3%	6	100%	217
Courtesy	32%	69	38%	83	16%	35	11%	24	3%	6	100%	217
Overall impression	28%	60	44%	95	17%	36	9%	20	3%	6	100%	216

Question 15: Government Performance												
Please rate the following categories of Dover government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Dover	11%	35	41%	130	24%	78	12%	38	12%	39	100%
The overall direction that Dover is taking	4%	13	41%	130	31%	100	13%	41	11%	36	100%	320
The job Dover government does at welcoming citizen involvement	4%	14	30%	96	26%	83	13%	40	27%	86	100%	320
The job Dover government does at listening to citizens	4%	14	26%	83	25%	80	18%	59	26%	84	100%	320

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 Dover to someone who asks	35%	111	38%	122	13%	43	11%	35	3%	11	100%
Remain in Dover for the next five years	47%	150	21%	68	10%	32	17%	55	4%	14	100%	319

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	6%	20
Somewhat positive	7%	23
Neutral	30%	95
Somewhat negative	39%	125
Very negative	18%	58
Total	100%	321

Question 18a: Policy Question 1												
Please indicate how the following City of Dover fees are priced:	Much too high		Somewhat too high		About right		Too low		Don't know		Total	
Water fees	13%	43	23%	75	50%	161	0%	0	13%	42	100%	322
Sewer fees	14%	44	23%	73	49%	155	1%	2	14%	45	100%	320
Electricity fees	25%	80	40%	129	32%	102	0%	0	3%	11	100%	322

Question 18b: Policy Question 2												
The City of Dover is planning to build a new, bigger library with adult, child and research collections, as well as plenty of parking. Please indicate how important, if at all, each of the following areas/services is for the new library:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Teen area	27%	86	36%	114	21%	67	5%	17	10%	31	100%
Community meeting room	17%	52	37%	118	29%	89	9%	28	9%	27	100%	314
Toddler area	23%	73	34%	106	23%	72	9%	28	11%	33	100%	312
Computers for internet	50%	157	27%	85	14%	45	3%	9	6%	19	100%	315
Cafe	12%	38	18%	57	34%	109	29%	93	7%	22	100%	318
Used book store	16%	51	33%	105	38%	120	5%	14	8%	24	100%	314
Quiet study rooms	38%	119	37%	116	18%	57	2%	6	6%	18	100%	315
Outdoor seating area	20%	62	25%	78	35%	110	14%	45	6%	21	100%	316
Small theater	11%	34	18%	57	35%	109	26%	83	9%	30	100%	314
Classrooms	15%	49	28%	89	37%	118	11%	34	9%	27	100%	317
Wireless access	33%	105	29%	92	21%	67	7%	21	9%	28	100%	312
Business resources	24%	76	39%	123	24%	76	4%	13	8%	25	100%	313
Career center	29%	92	34%	107	23%	74	4%	12	9%	29	100%	314
Drive-through window	9%	29	18%	56	21%	68	42%	132	9%	29	100%	315
Genealogical research center	12%	37	28%	88	32%	99	16%	51	12%	37	100%	312
Self-service checkout	15%	47	28%	88	36%	114	13%	42	8%	25	100%	316
Office-supply vending unit	7%	21	18%	58	38%	119	25%	78	12%	38	100%	313
Public information center	35%	111	39%	122	19%	61	1%	2	7%	21	100%	318
Legal reference resources	30%	95	35%	111	23%	73	3%	11	8%	25	100%	315

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	25%	80
Yes, full-time	62%	194
Yes, part-time	13%	41
Total	100%	315

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	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	19%
Bus, rail, subway or other public transportation	2%
Bicycle	0%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Dover?	Percent of respondents	Count
Less than 2 years	19%	60
2 to 5 years	18%	57
6 to 10 years	16%	52
11 to 20 years	14%	45
More than 20 years	34%	109
Total	100%	322

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	49%	158
House attached to one or more houses (e.g., a duplex or townhome)	18%	58
Building with two or more apartments or condominiums	32%	104
Mobile home	0%	1
Other	0%	1
Total	100%	321

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	39%	121
Owned by you or someone in this house with a mortgage or free and clear	61%	193
Total	100%	315

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	4%	13
\$300 to \$599 per month	11%	34
\$600 to \$999 per month	43%	133
\$1,000 to \$1,499 per month	26%	80
\$1,500 to \$2,499 per month	14%	44
\$2,500 or more per month	2%	6
Total	100%	310

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	68%	217
Yes	32%	104
Total	100%	321

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	79%	253
Yes	21%	66
Total	100%	319

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	24%	75
\$25,000 to \$49,999	35%	109
\$50,000 to \$99,999	27%	84
\$100,000 to \$149,000	10%	31
\$150,000 or more	3%	8
Total	100%	307

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	301
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	8
Total	100%	309

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	5%	15
Asian, Asian Indian or Pacific Islander	4%	12
Black or African American	34%	108
White	56%	179
Other	8%	25
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	8%	25
25 to 34 years	30%	94
35 to 44 years	16%	51
45 to 54 years	18%	56
55 to 64 years	11%	35
65 to 74 years	11%	35
75 years or older	7%	21
Total	100%	317

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	168
Male	47%	147
Total	100%	315

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	16%	52
Yes	81%	257
Ineligible to vote	1%	4
Don't know	2%	5
Total	100%	318

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	28%	91
Yes	67%	212
Ineligible to vote	3%	10
Don't know	2%	5
Total	100%	318

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 Dover were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Dover 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 Dover 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 Dover boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Dover. 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 May 12, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the surveys mailed, 80 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,120 households receiving the survey mailings, 323 completed the survey, providing a response rate of 29%. 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 five percentage points in either direction from what would have been obtained had responses been collected from all City of Dover 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.

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. 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 race 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.

Weighting Scheme for Dover, DE 2008 Citizen Survey			
Respondent Characteristics	Population Norm ¹	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	48%	34%	39%
Own Home	52%	66%	61%
Type of Housing Unit			
Single-Family Detached	45%	55%	50%
Attached	55%	45%	50%
Ethnicity			
Non-Hispanic	96%	98%	97%
Hispanic	4%	2%	3%
Race			
White/Caucasian	55%	67%	55%
Non-White	45%	33%	45%
Gender			
Female	54%	60%	53%
Male	46%	40%	47%
Age			
18-34	38%	18%	38%
35-54	34%	25%	34%
55+	28%	57%	29%
Gender and Age			
Females 18-34	19%	12%	19%
Females 35-54	18%	15%	18%
Females 55+	16%	33%	16%
Males 18-34	19%	6%	19%
Males 35-54	16%	11%	16%
Males 55+	12%	23%	12%

¹ Source: 2000 Census

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 Dover to the Benchmark Database

The City of Dover 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 Dover 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, Dover 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 Dover'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 Dover.

City Of Dover
P.O. Box 475
Dover, DE 19903-0475

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City Of Dover
P.O. Box 475
Dover, DE 19903-0475

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City Of Dover
P.O. Box 475
Dover, DE 19903-0475

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City Of Dover
P.O. Box 475
Dover, DE 19903-0475

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear Dover Resident,

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



Anthony J. DePrima, AICP
City Manager

Dear Dover Resident,

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



Anthony J. DePrima, AICP
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Dear Dover Resident,

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



Anthony J. DePrima, AICP
City Manager

Dear Dover Resident,

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



Anthony J. DePrima, AICP
City Manager



May 2008

Dear Dover Resident:

The City of Dover wants to know what you think about our community and municipal government. You have been randomly selected to participate in Dover's 2008 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 302-736-7005.

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

Sincerely,

Anthony J. DePrima, AICP
City Manager



May 2008

Dear Dover Resident:

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

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Sincerely,

Anthony J. DePrima, AICP
City Manager

The City of Dover 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 Dover:

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

2. Please rate each of the following characteristics as they relate to Dover 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 towards people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Dover	1	2	3	4	5
Cleanliness of Dover.....	1	2	3	4	5
Overall quality of new development in Dover	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Dover.....	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 Dover.....	1	2	3	4	5
Ease of bus travel in Dover.....	1	2	3	4	5
Ease of bicycle travel in Dover.....	1	2	3	4	5
Ease of walking in Dover	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 preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Dover.....	1	2	3	4	5
Overall image or reputation of Dover	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Dover 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 Dover?

- 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 Dover:

	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 Dover's downtown area during the day	1	2	3	4	5	6
In Dover'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 Dover?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Dover public libraries or their services	1	2	3	4	5
Used Dover recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Dover.....	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 Dover Newsletter.....	1	2	3	4	5
Visited the City of Dover Web site (at www.cityofdover.com)	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 Dover.....	1	2	3	4	5
Participated in religious or spiritual activities in Dover.....	1	2	3	4	5
Participated in a club or civic group in Dover	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 everyday
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Dover 2008 Citizen Survey

11. Please rate the quality of each of the following services in Dover:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
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 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 Dover	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Kent County Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Dover 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 Dover 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 Dover 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 Dover	1	2	3	4	5
The overall direction that Dover is taking.....	1	2	3	4	5
The job Dover government does at welcoming citizen involvement	1	2	3	4	5
The job Dover 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 Dover to someone who asks.....	1	2	3	4	5
Remain in Dover 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. Please indicate how the following City of Dover fees are priced:

	<i>Much too high</i>	<i>Somewhat too high</i>	<i>About right</i>	<i>Too low</i>	<i>Don't know</i>
Water fees	1	2	3	4	5
Sewer fees	1	2	3	4	5
Electricity fees	1	2	3	4	5

b. The City of Dover is planning to build a new, bigger library with adult, child and research collections, as well as plenty of parking. Please indicate how important, if at all, each of the following areas/services is for the new library:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Teen area	1	2	3	4	5
Community meeting rooms	1	2	3	4	5
Toddler area	1	2	3	4	5
Computers for internet.....	1	2	3	4	5
Café	1	2	3	4	5
Used book store	1	2	3	4	5
Quiet study rooms.....	1	2	3	4	5
Outdoor seating area	1	2	3	4	5
Small theater	1	2	3	4	5
Classrooms.....	1	2	3	4	5
Wireless access	1	2	3	4	5
Business resources.....	1	2	3	4	5
Career center.....	1	2	3	4	5
Drive-through window	1	2	3	4	5
Genealogical research center.....	1	2	3	4	5
Self-service checkout	1	2	3	4	5
Office-supply vending unit	1	2	3	4	5
Public information center	1	2	3	4	5
Legal reference resources	1	2	3	4	5

The City of Dover 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 Dover?

- 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:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301

City Of Dover

P.O. Box 475
Dover, DE 19903-0475

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