City of Dover, NH
2013

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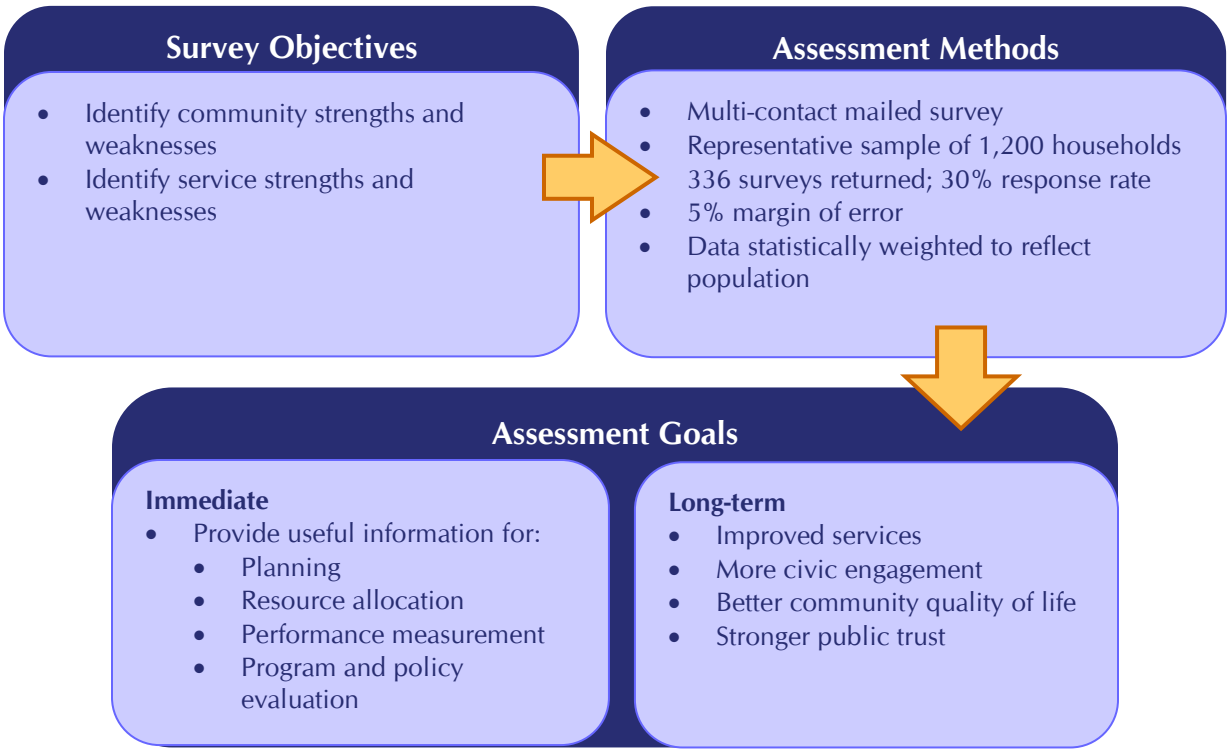
The National Citizen Survey™ by National Research Center, Inc.

Survey Background

About The National Citizen Survey™

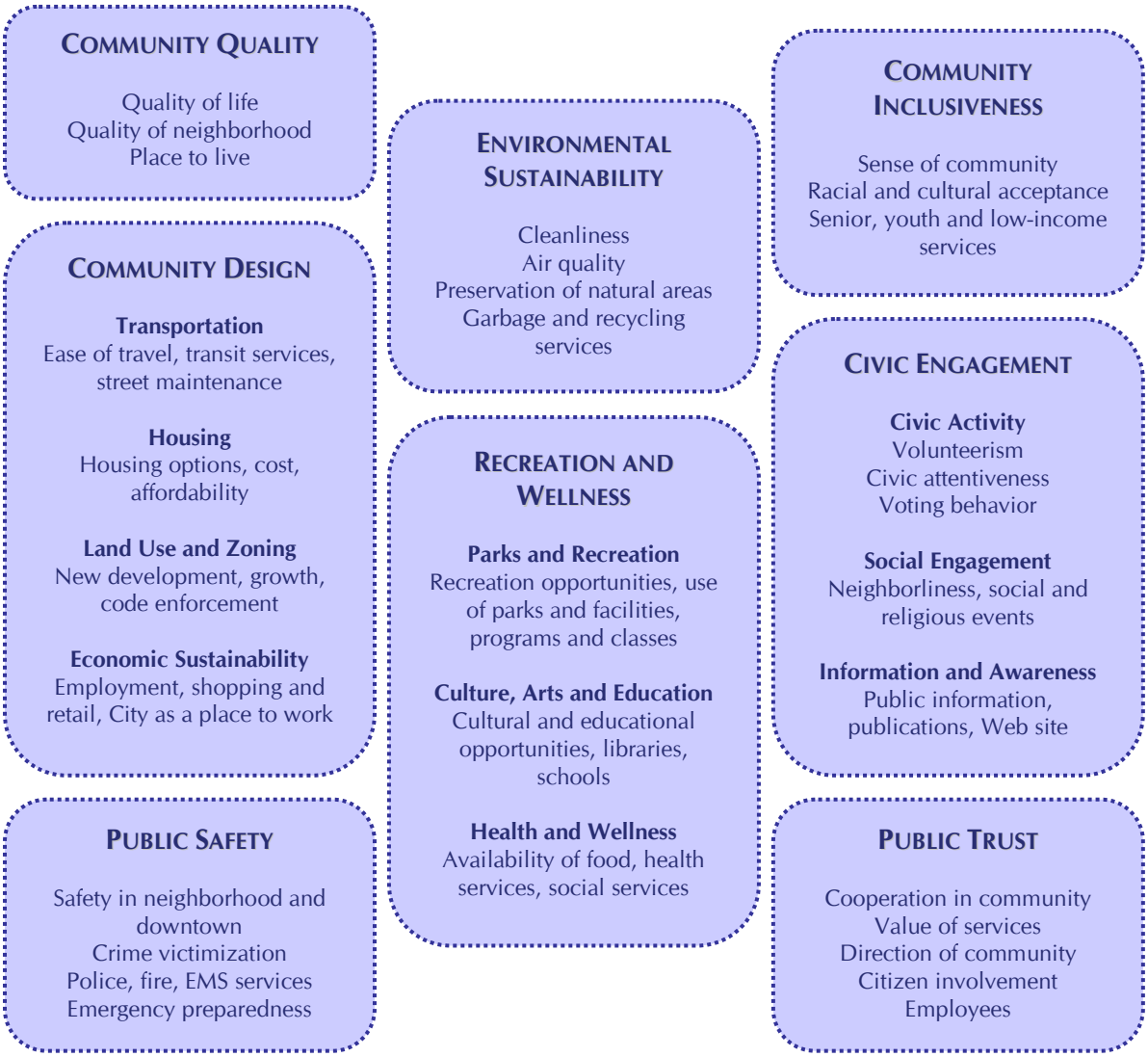
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided 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 336 completed surveys were obtained, providing an overall response rate of 30%. 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 issues and provided the appropriate letterhead and signatures for mailings. City of Dover staff also augmented The National Citizen Survey™ basic service through a variety of options including demographic crosstabulation of results and a custom question.

Understanding the Results

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report 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

The margin of error around results for the City of Dover Survey (336 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

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 comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

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 for quality ratings were available, the City of Dover results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come 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 experienced a good quality of life in the City of Dover and believed the City was a good place to live. The overall quality of life in the City of Dover was rated as "excellent" or "good" by 83% of respondents. Almost all reported they plan on staying in the City of Dover for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, the overall appearance of Dover and quality of the overall natural environment. The three characteristics receiving the least positive ratings were traffic flow, amount of public parking and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, nine were above the national benchmark comparison, 14 were similar to the national benchmark comparison and five 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, 92% 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, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Dover as "good" or "excellent." This was similar to 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 of employees as "excellent" or "good."

On average, residents gave generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 21 were above the benchmark comparison, 11 were similar to the benchmark comparison and three were below.

Respondents were asked to rate how frequently they participated in various activities in Dover. The most popular activities included providing help to a friend or neighbor, recycling and visiting a neighborhood or City park; while the least popular activities were participating in a club and riding a local bus. Generally, participation rates in the various activities in the community were similar to other communities.

Compared to the 2011 survey, ratings increased for the overall quality of new development, land use, planning and zoning, animal control, shopping opportunities, economic development, and Dover as a place to work. No service ratings decreased when compared to the previous survey.

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:

- City parks
- Economic development
- Police services
- Snow removal

Of these services, those deserving the most attention may be that which was below the benchmark comparisons: City parks. For economic development, police services and snow removal services, the City of Dover was above the benchmark and should continue to ensure high quality performance.

Community Ratings

Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of 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.

Most of the City of Dover's residents gave high 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 Dover As A Place To Live by Year

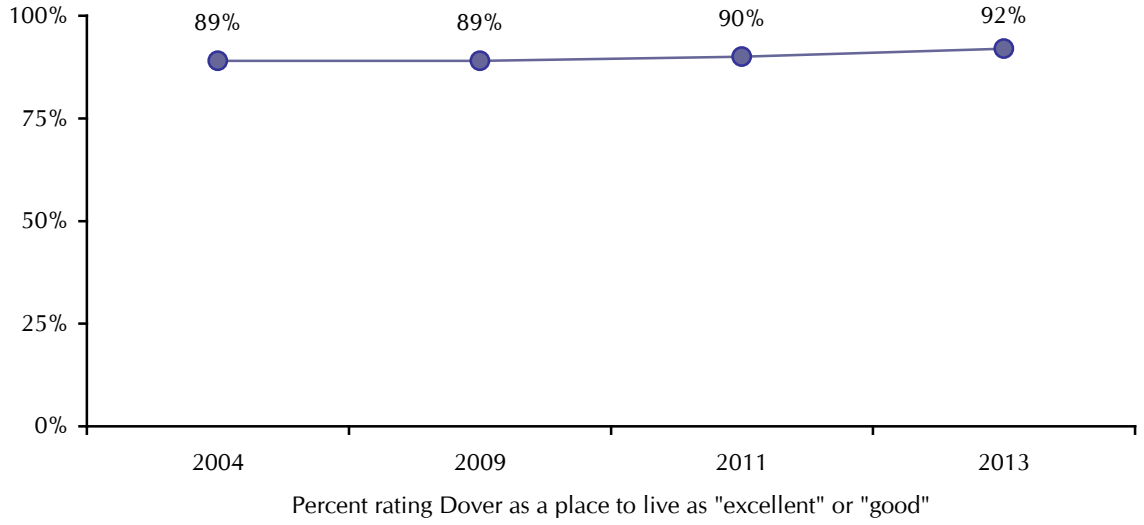


Figure 4: Ratings of Overall Community Quality by Year

	2013	2011	2009	2004
The overall quality of life in Dover	83%	84%	83%	82%
Your neighborhood as a place to live	79%	79%	77%	78%
Dover as a place to live	92%	90%	89%	89%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

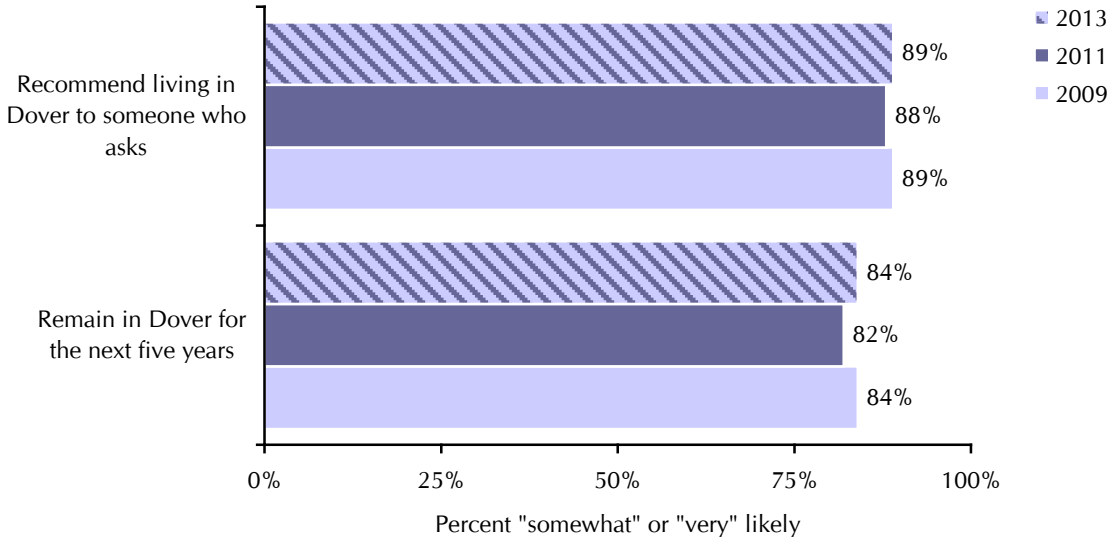


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

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 seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking was given the most positive rating, followed by ease of rail or subway travel. These ratings varied compared to the benchmark and were similar to years past.

Figure 7: Ratings of Transportation in Community by Year

	2013	2011	2009	2004
Ease of car travel in Dover	61%	55%	47%	41%
Ease of bus travel in Dover	61%	68%	60%	NA
Ease of rail or subway travel in Dover	66%	72%	65%	NA
Ease of bicycle travel in Dover	48%	48%	41%	31%
Ease of walking in Dover	71%	72%	59%	NA
Availability of paths and walking trails	57%	51%	40%	NA
Traffic flow on major streets	42%	38%	29%	NA
Percent "excellent" or "good"				

Figure 8: Community Transportation Benchmarks

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

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

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2011	2009	2004
Street repair	37%	37%	34%	26%
Street cleaning	59%	59%	47%	53%
Street lighting	63%	62%	54%	62%
Snow removal	67%	64%	61%	62%
Sidewalk maintenance	52%	50%	42%	46%
Traffic signal timing	60%	58%	50%	49%
Bus or transit services	70%	76%	69%	63%
Amount of public parking	39%	36%	27%	34%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Below
Street cleaning	Below
Street lighting	Similar
Snow removal	Above
Sidewalk maintenance	Similar
Traffic signal timing	Above
Bus or transit services	Much above
Amount of public parking	Much 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, 1% by bicycle and 5% by foot.

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

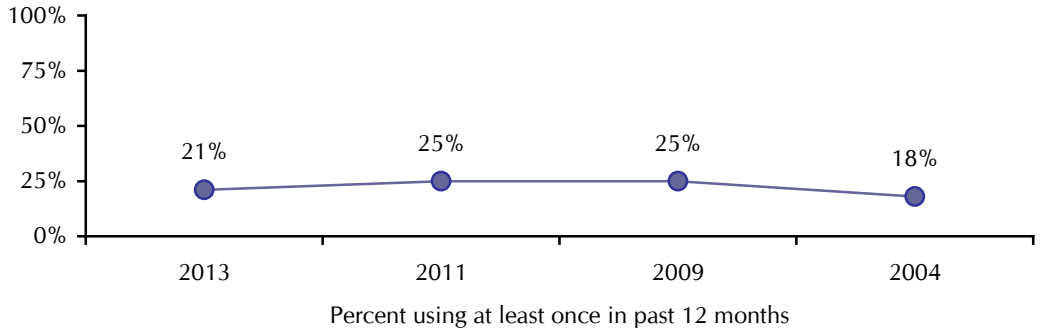


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Dover	Similar

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

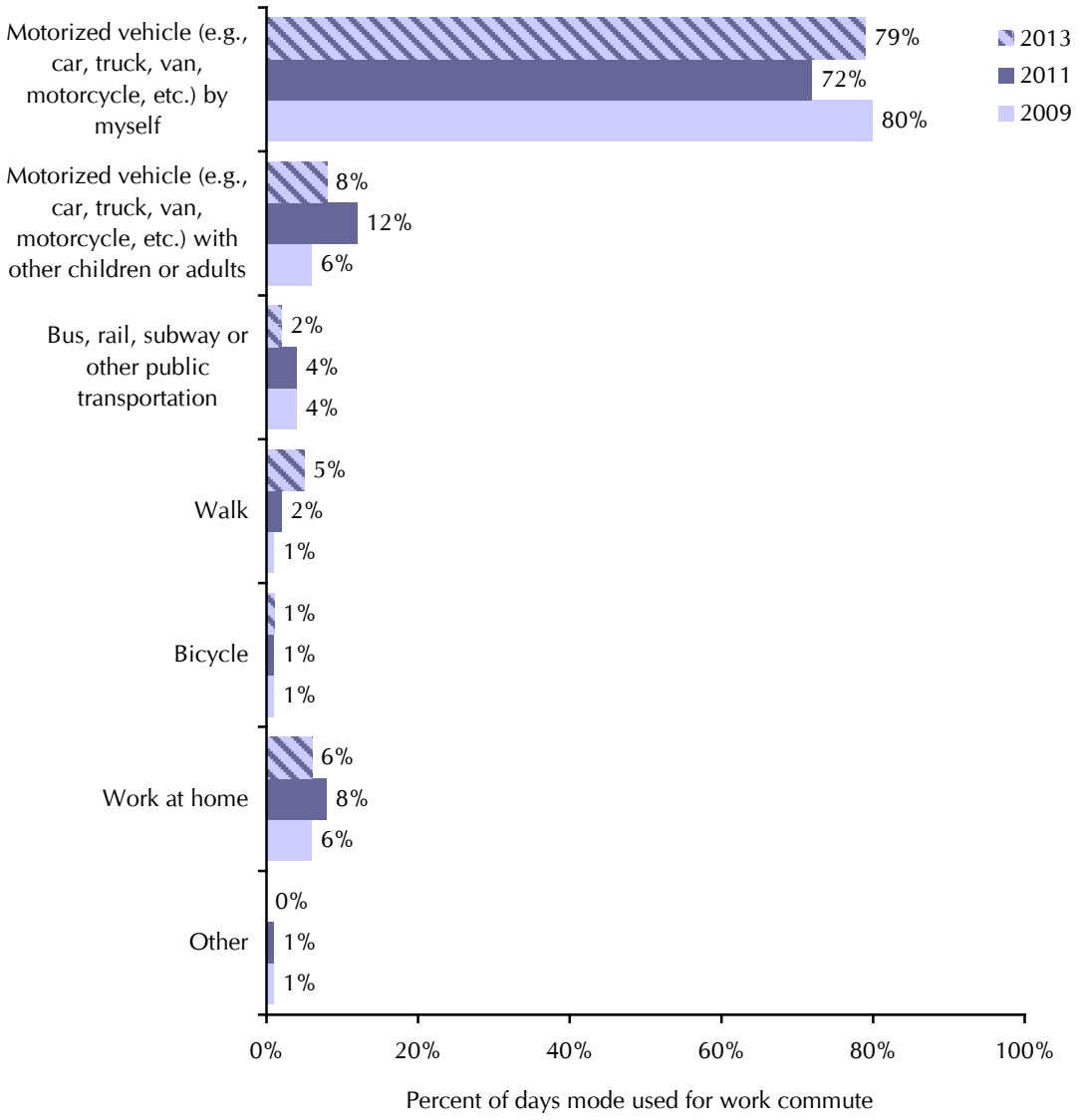


FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	More

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 toward a single group, 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 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 43% of respondents, while the variety of housing options was rated as “excellent” or “good” by 64% 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 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2011	2009	2004
Availability of affordable quality housing	43%	41%	29%	17%
Variety of housing options	64%	59%	54%	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

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

To augment the perceptions of affordable housing in 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 one-third of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

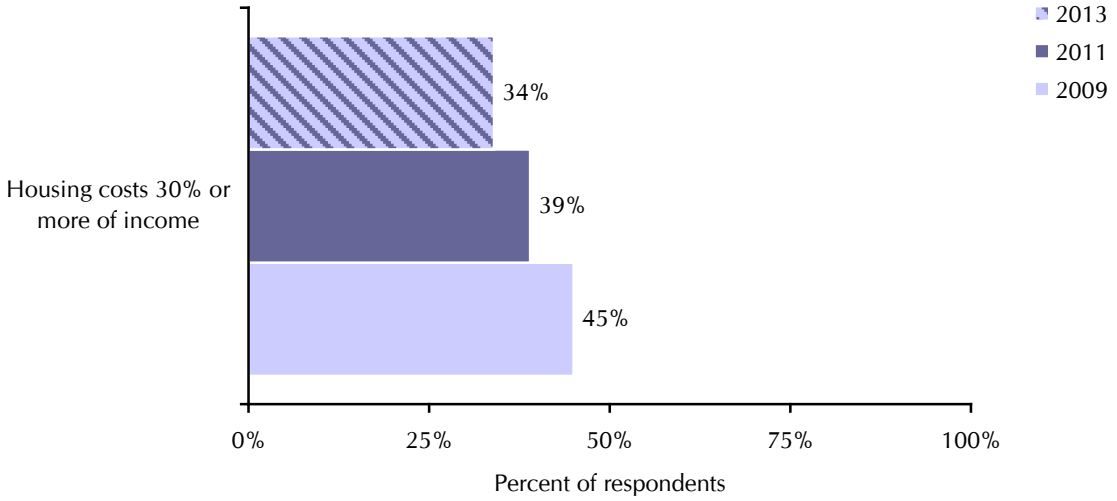


FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

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 10% of respondents and as "good" by an additional 55%. Ratings for the overall quality of new development have increased since 2011. The overall appearance of Dover was rated as "excellent" or "good" by 78% 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, 6% thought they were a "major" problem. The services of land use, planning and zoning and animal control were rated above the benchmark and the service of code enforcement was similar to the benchmark. Ratings for land use, planning and zoning and animal control showed an upward pattern when compared to past years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2013	2011	2009	2004
Overall quality of new development in Dover	66%	55%	53%	NA
Overall appearance of Dover	78%	79%	71%	74%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

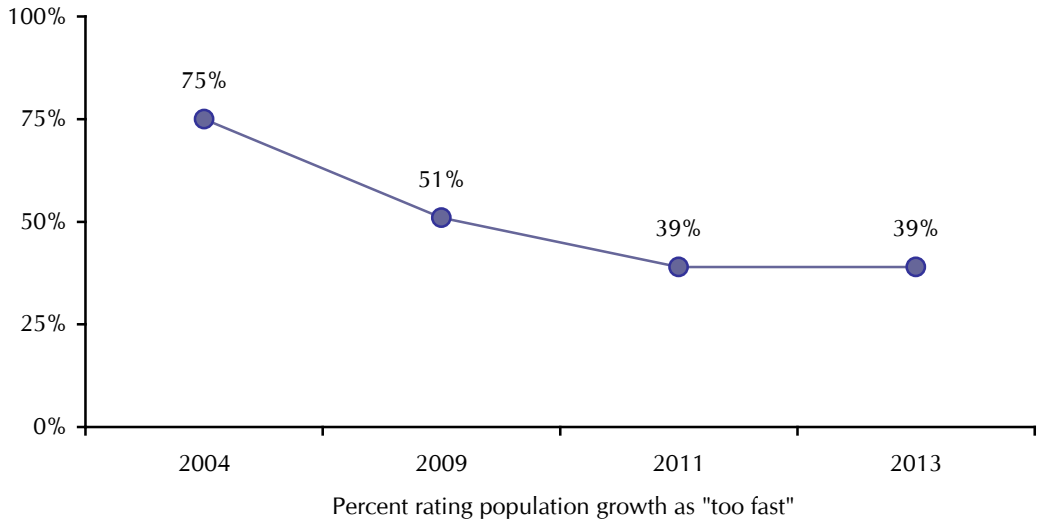


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Similar

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

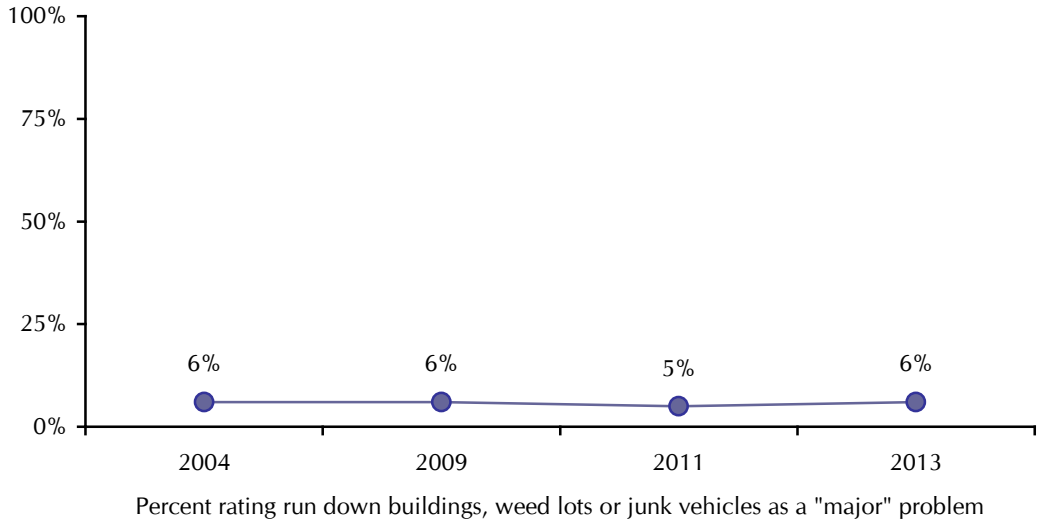


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2013	2011	2009	2004
Land use, planning and zoning	56%	48%	37%	31%
Code enforcement (weeds, abandoned buildings, etc.)	52%	48%	42%	48%
Animal control	79%	71%	NA	NA
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

Economic Sustainability

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

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 the overall quality of business and service establishments in Dover. Receiving the lowest rating was employment opportunities. Compared to the 2011 survey, ratings increased for shopping opportunities, Dover as a place to work and the overall quality of business and service establishments in Dover.

Figure 27: Ratings of Economic Sustainability and Opportunities by Year

	2013	2011	2009	2004
Employment opportunities	37%	35%	26%	27%
Shopping opportunities	54%	45%	48%	50%
Dover as a place to work	75%	61%	61%	NA
Overall quality of business and service establishments in Dover	73%	62%	67%	NA
Percent "excellent" or "good"				

Figure 28: Economic Sustainability and Opportunities Benchmarks

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Similar
Dover as a place to work	Much above
Overall quality of business and service establishments in Dover	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Dover, 73% responded that it was "too slow," while 41% reported retail growth as "too slow." About the same number of residents in Dover compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2011	2009	2004
Retail growth seen as too slow	41%	43%	44%	30%
Jobs growth seen as too slow	73%	79%	82%	77%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Similar
Jobs growth seen as too slow	Less

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

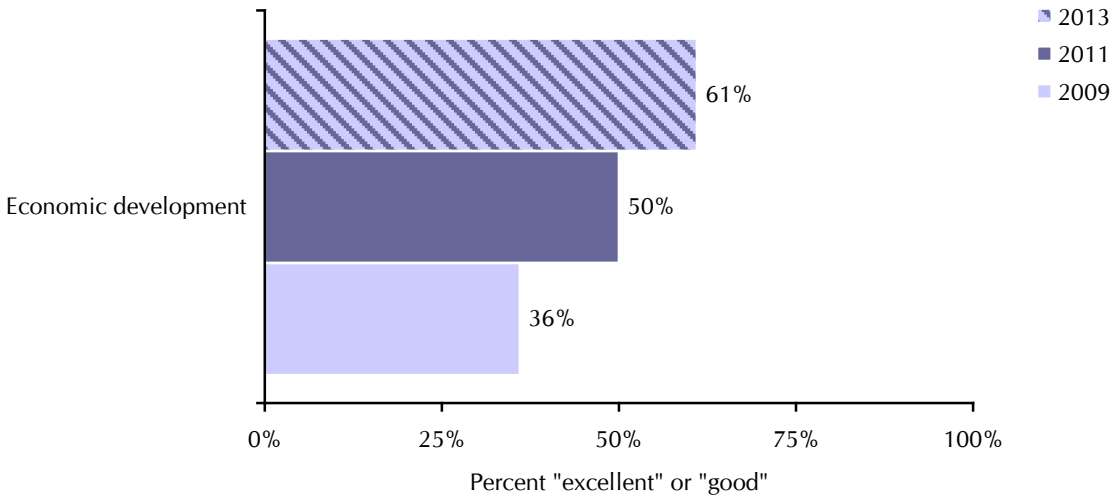


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

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

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

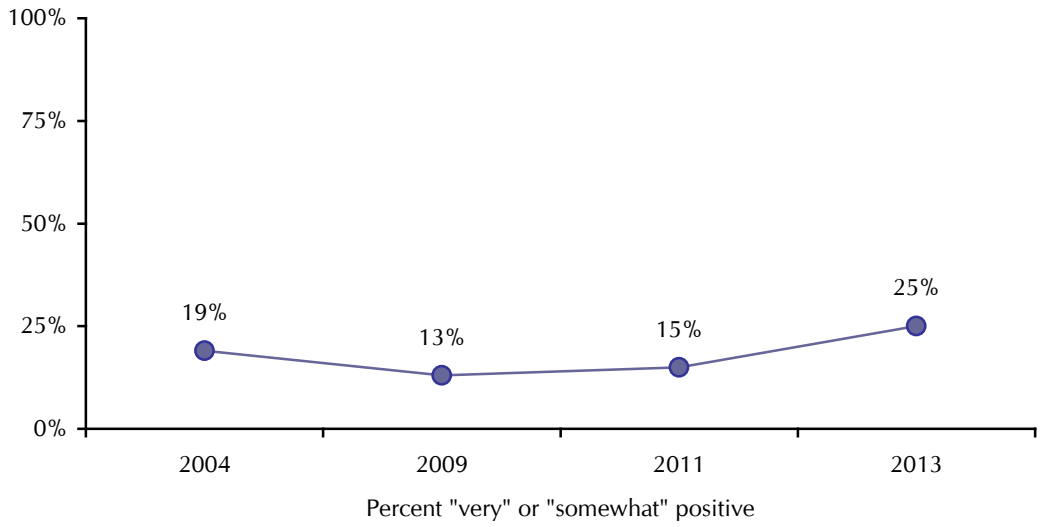


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

Public Safety

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Dover. About 82% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 78% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

Figure 35: Ratings of Community and Personal Public Safety by Year

	2013	2011	2009	2004
Safety in your neighborhood during the day	95%	94%	95%	96%
Safety in your neighborhood after dark	81%	80%	81%	82%
Safety in Dover's downtown area during the day	95%	97%	96%	95%
Safety in Dover's downtown area after dark	74%	75%	70%	75%
Safety from violent crime (e.g., rape, assault, robbery)	82%	85%	82%	76%
Safety from property crimes (e.g., burglary, theft)	68%	75%	72%	68%
Safety from environmental hazards	78%	81%	82%	NA
Percent "very" or "somewhat" safe				

Figure 36: Community and Personal Public Safety Benchmarks

	Comparison to benchmark
In your neighborhood during the day	Above
In your neighborhood after dark	Similar
In Dover's downtown area during the day	Much above
In Dover's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Above
Environmental hazards, including toxic waste	Similar

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, 69% had reported it to police. Compared to other jurisdictions about the same percent of Dover residents had been victims of crime in the 12 months preceding the survey and fewer Dover residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	2011	2009	2004
During the past 12 months, were you or anyone in your household the victim of any crime?	12%	7%	11%	10%
If yes, was this crime (these crimes) reported to the police?	69%	74%	44%	86%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much less

Residents rated seven City public safety services; of these, six were rated above the benchmark comparison, one was rated similar to the benchmark comparison and none were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. All were rated similar compared to previous years.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2011	2009	2004
Police services	89%	88%	86%	84%
Fire services	98%	96%	98%	95%
Ambulance or emergency medical services	97%	94%	96%	95%
Crime prevention	82%	79%	NA	NA
Fire prevention and education	88%	88%	NA	NA
Traffic enforcement	76%	71%	68%	72%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	69%	65%	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

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 76% of survey respondents. Air quality received the highest rating, and it was much above the benchmark.

Figure 41: Ratings of the Community's Natural Environment by Year

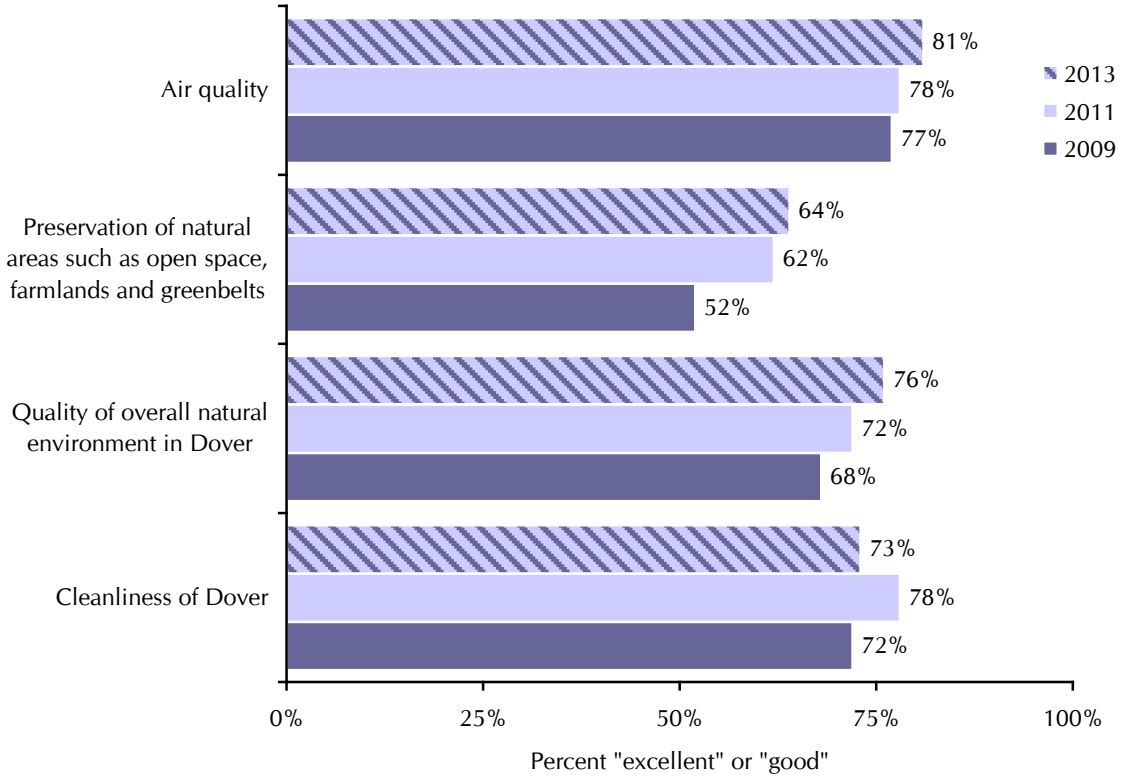


Figure 42: Community Environment Benchmarks

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

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 43: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

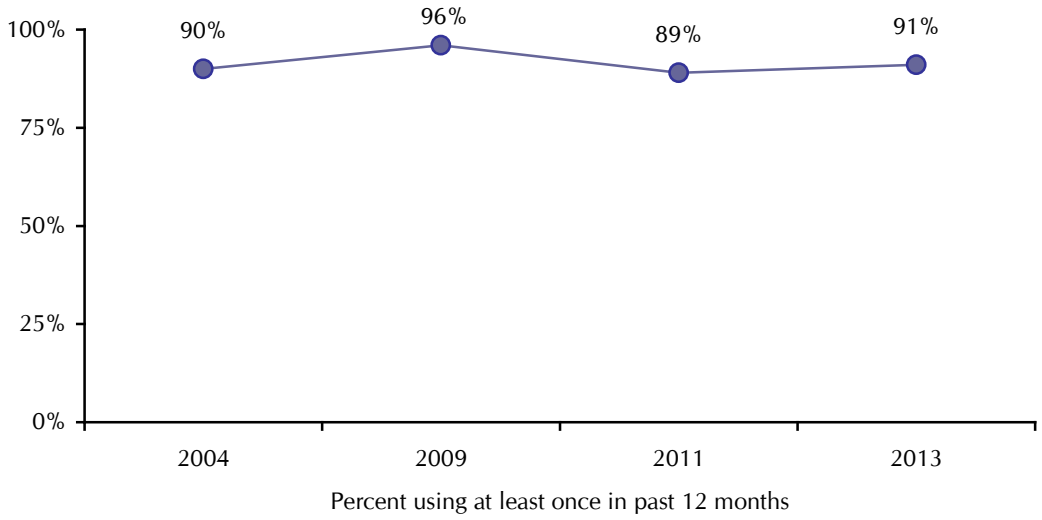


FIGURE 44: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the five utility services rated by those completing the questionnaire, four were higher than the benchmark comparison, one was similar and none were below the benchmark comparison. These service ratings trends were similar when compared to past surveys.

FIGURE 45: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2011	2009	2004
Sewer services	84%	79%	79%	78%
Drinking water	74%	71%	67%	63%
Storm drainage	77%	71%	64%	68%
Recycling	86%	83%	88%	81%
Garbage collection	85%	85%	81%	78%
Percent "excellent" or "good"				

FIGURE 46: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Above
Drinking water	Above
Storm drainage	Much above
Recycling	Much above
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 to the community's parks and recreation services.

Recreation opportunities in the City of Dover were rated somewhat positively as were services related to parks and recreation. City parks were rated lower than the benchmark while recreation centers and recreation programs were similar to the benchmark.

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

Figure 47: Ratings of Community Recreational Opportunities by Year

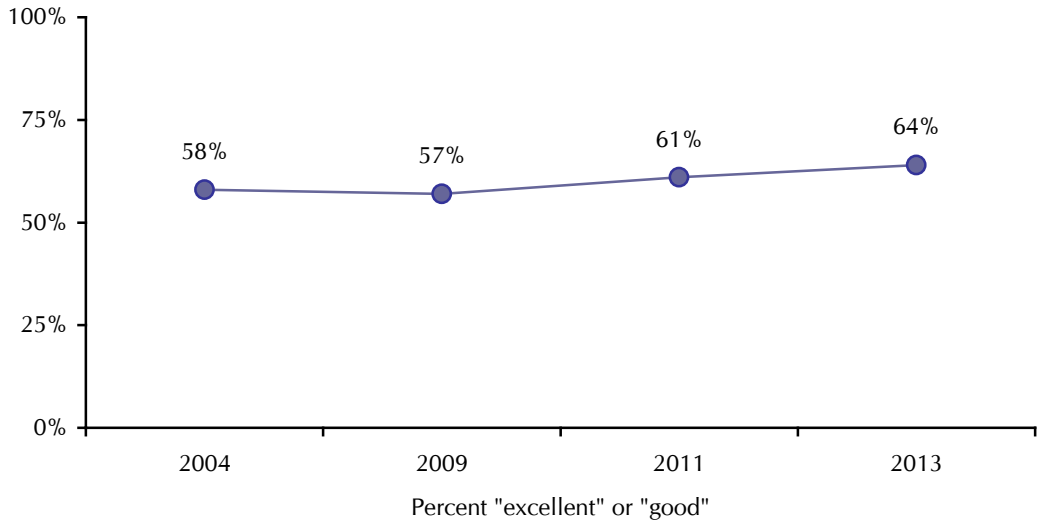


Figure 48: Community Recreational Opportunities Benchmarks

	Comparison to benchmark
Recreation opportunities	Similar

Figure 49: Participation in Parks and Recreation Opportunities by Year

	2013	2011	2009	2004
Used Dover recreation centers	55%	52%	49%	46%
Participated in a recreation program or activity	46%	42%	38%	36%
Visited a neighborhood park or City park	82%	80%	82%	82%
Percent using at least once in last 12 months				

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Dover recreation centers	Similar
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Less

FIGURE 51: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2011	2009	2004
City parks	76%	72%	73%	75%
Recreation programs or classes	74%	75%	69%	80%
Recreation centers or facilities	75%	73%	68%	70%
Percent "excellent" or "good"				

FIGURE 52: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Below
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. 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 were rated as "excellent" or "good" by 61% of respondents. Educational opportunities were rated as "excellent" or "good" by 55% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, while cultural activity opportunities were rated above the benchmark comparison.

About 77% of Dover residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 53: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

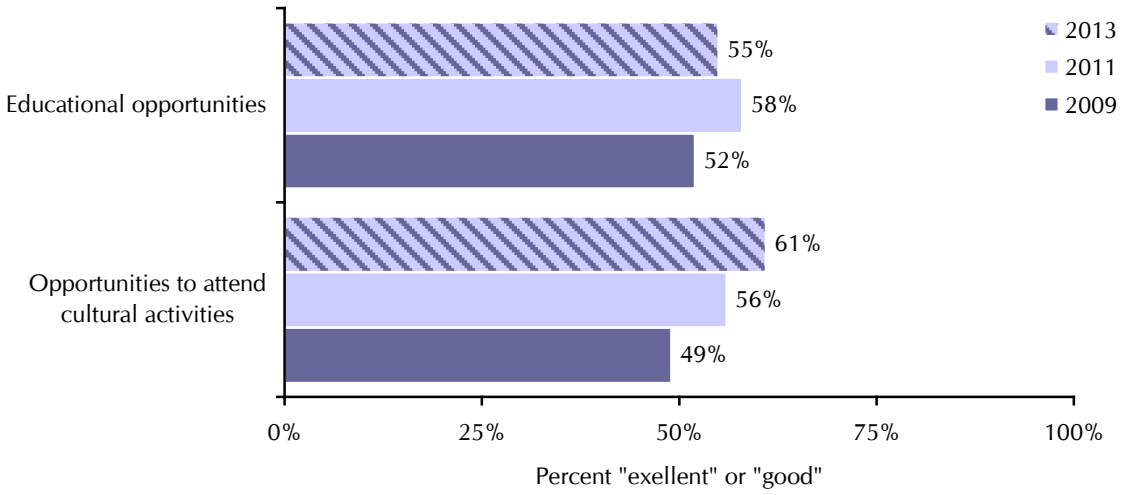


FIGURE 54: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2004
Used Dover public libraries or their services	77%	71%	76%	74%
Percent using at least once in last 12 months				

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Dover public libraries or their services	More

FIGURE 57: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2011	2009	2004
Public schools	71%	69%	75%	75%
Public library services	90%	87%	86%	89%
Percent "excellent" or "good"				

FIGURE 58: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Above

Health and Wellness

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

Residents of the City of Dover were asked to rate the community's health services. Among Dover residents, 67% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

FIGURE 59: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2004
Availability of affordable quality health care	67%	62%	53%	60%
Percent "excellent" or "good"				

FIGURE 60: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

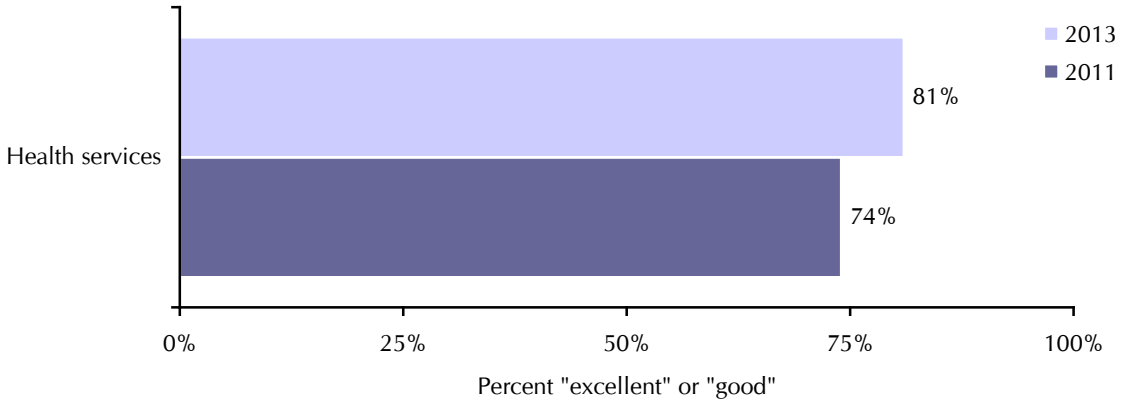


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much above

Community Inclusiveness

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of 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 moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark.

Figure 63: Ratings of Community Quality and Inclusiveness by Year

	2013	2011	2009	2004
Sense of community	72%	70%	61%	66%
Availability of affordable quality child care	47%	47%	43%	36%
Dover as a place to raise children	83%	80%	85%	80%
Dover as a place to retire	62%	57%	55%	51%
Percent "excellent" or "good"				

Figure 64: Community Quality and Inclusiveness Benchmarks

	Comparison to benchmark
Sense of community	Similar
Availability of affordable quality child care	Similar
Dover as a place to raise kids	Similar
Dover as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 62% to 72% with ratings of “excellent” or “good.” Services to seniors were the same as the benchmark while services to youth and to low-income people were above.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2013	2011	2009	2004
Services to seniors	72%	66%	56%	53%
Services to youth	69%	68%	64%	64%
Services to low-income people	62%	58%	51%	45%
Percent "excellent" or "good"				

FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Much above
Services to low income people	Much above

Civic Engagement

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff 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 somewhat favorably. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was below.

Figure 67: Ratings of Civic Engagement Opportunities

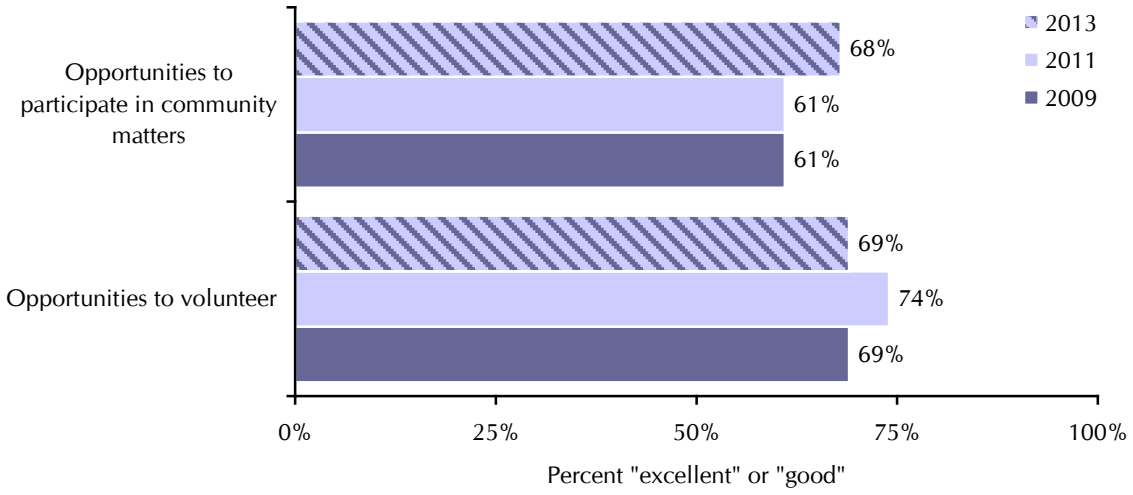


Figure 68: Civic Engagement Opportunities Benchmarks

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

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

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

	2013	2011	2009	2004
Attended a meeting of local elected officials or other local public meeting	28%	27%	34%	28%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	45%	51%	59%	62%
Volunteered your time to some group or activity in Dover	36%	38%	47%	40%
Participated in a club or civic group in Dover	24%	25%	29%	NA
Provided help to a friend or neighbor	92%	94%	95%	NA
Percent participating at least once in the last 12 months				

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more
Volunteered your time to some group or activity in Dover	Much less
Participated in a club or civic group in Dover	Much less
Provided help to a friend or neighbor	Similar

[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

City of Dover residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-nine percent reported they were registered to vote and 87% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR BY YEAR[2]

	2013	2011	2009	2004
Registered to vote	89%	80%	90%	76%
Voted in the last general election	87%	76%	86%	75%
Percent "yes"				

FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Much more

[2] Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

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, 77% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES BY YEAR

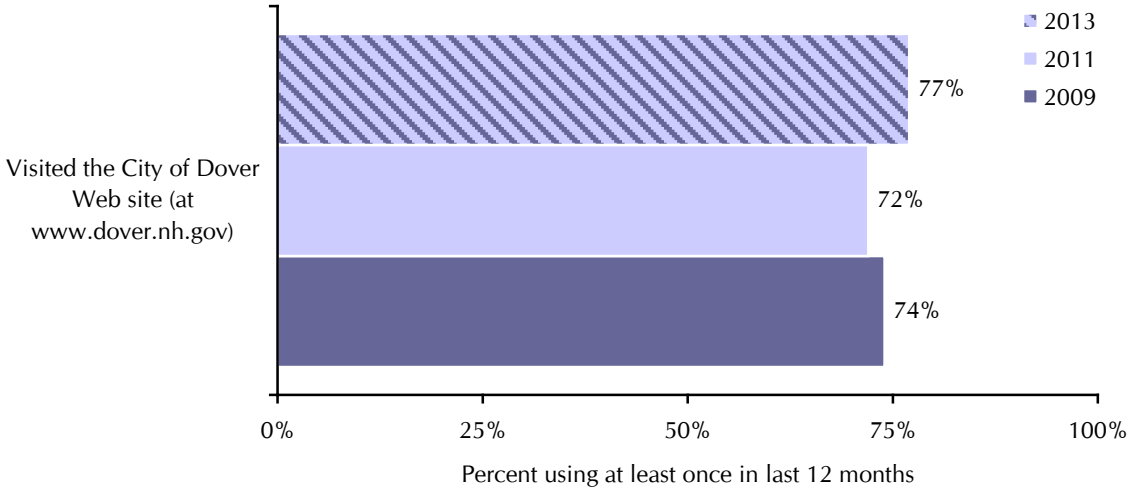


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of Dover Web site	Much more

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2011	2009	2004
Cable television	62%	63%	61%	60%
Public information services	76%	75%	NA	NA
Percent "excellent" or "good"				

FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Above

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 68% of respondents and was similar to the benchmark.

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

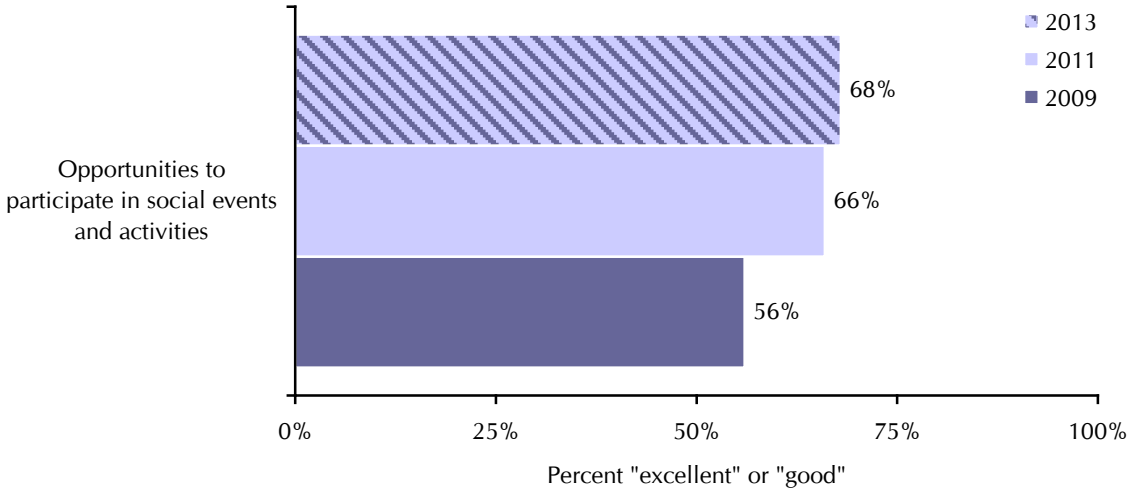


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar

Residents in Dover reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

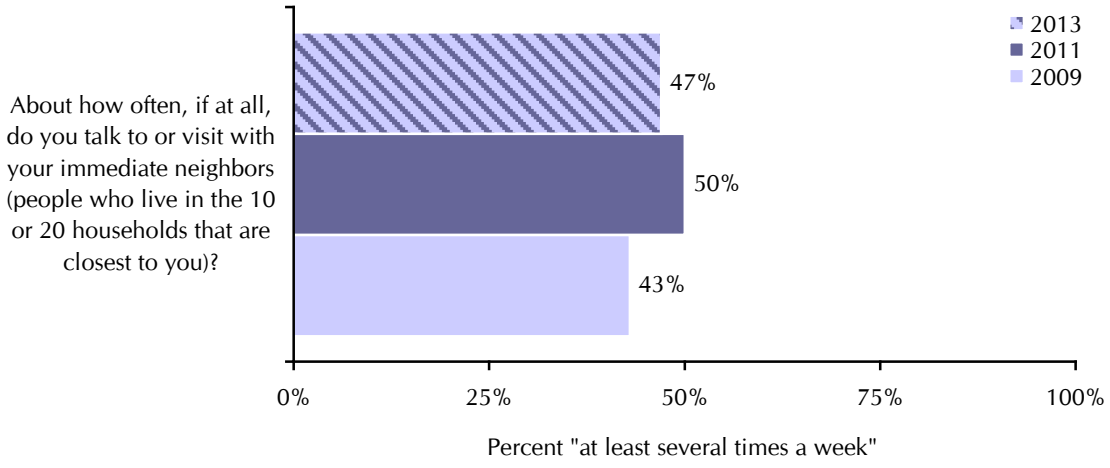


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

Public Trust

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of 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.

About half 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 welcoming citizen involvement, 54% rated it as "excellent" or "good." Of these four ratings, three were similar to the benchmark and one was below the benchmark.

Figure 81: Public Trust Ratings by Year

	2013	2011	2009	2004
The value of services for the taxes paid to Dover*	46%	46%	44%	45%
The overall direction that Dover is taking*	63%	57%	49%	51%
The job Dover government does at welcoming citizen involvement*	54%	55%	47%	61%
Overall image or reputation of Dover	72%	74%	69%	NA
Percent "excellent" or "good"				

* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

Figure 82: Public Trust Benchmarks

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

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 83% of survey participants. The City of Dover's rating was above the benchmark when compared to other communities in the nation. Ratings of overall City services have remained stable over the last two years.

FIGURE 83: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF DOVER BY YEAR

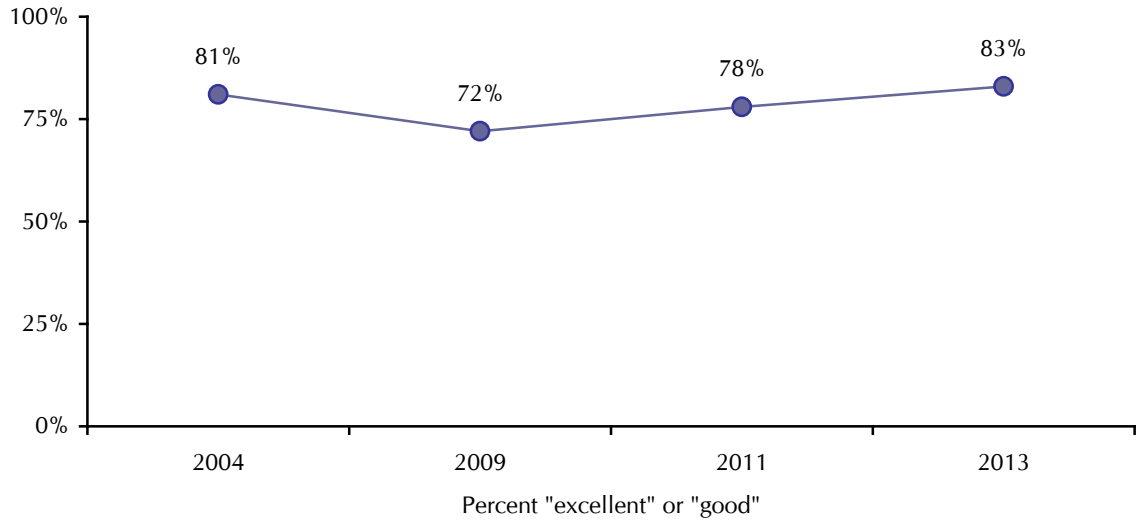


FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2011	2009	2004
Services provided by City of Dover	83%	78%	72%	81%
Services provided by the Federal Government	41%	38%	47%	40%
Services provided by the State Government	54%	48%	48%	41%
Services provided by Strafford County Government	64%	57%	51%	NA
Percent "excellent" or "good"				

FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Dover	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much above
Services provided by Strafford County Government	Much above

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, over the phone or via email in the last 12 months; the 66% who reported that they had been in contact (a percent that is above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 81% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were similar to past survey years.

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

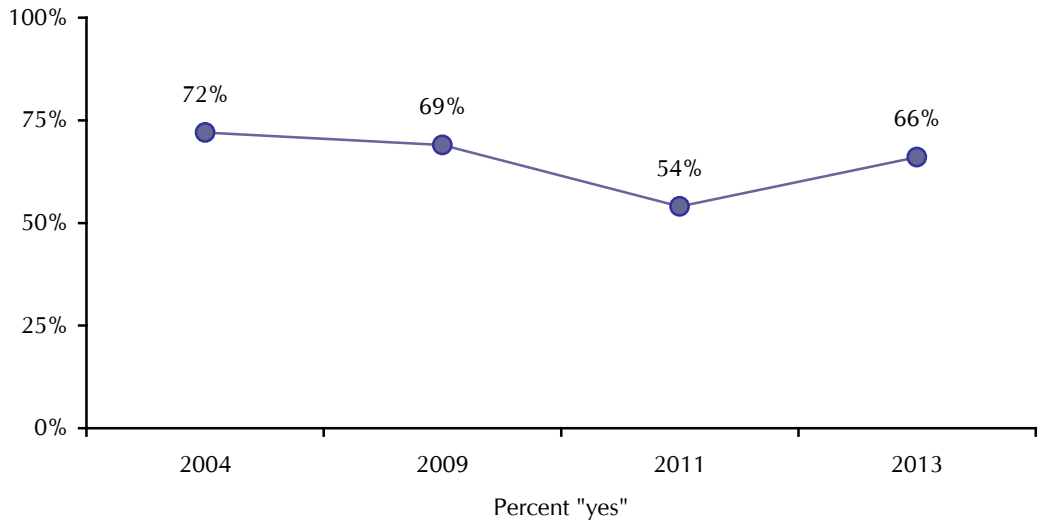


FIGURE 87: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much more

FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2011	2009	2004
Knowledge	86%	89%	81%	86%
Responsiveness	83%	78%	80%	76%
Courtesy	83%	78%	79%	75%
Overall impression	81%	80%	77%	76%
Percent "excellent" or "good"				

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Above
Courteousness	Similar
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 (KDA). 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 KDA, 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 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. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- City parks
- Economic development
- Police services
- Snow removal

City of Dover Action Chart™

The 2013 City of Dover Action Chart™ on the following page combines three dimensions of performance:

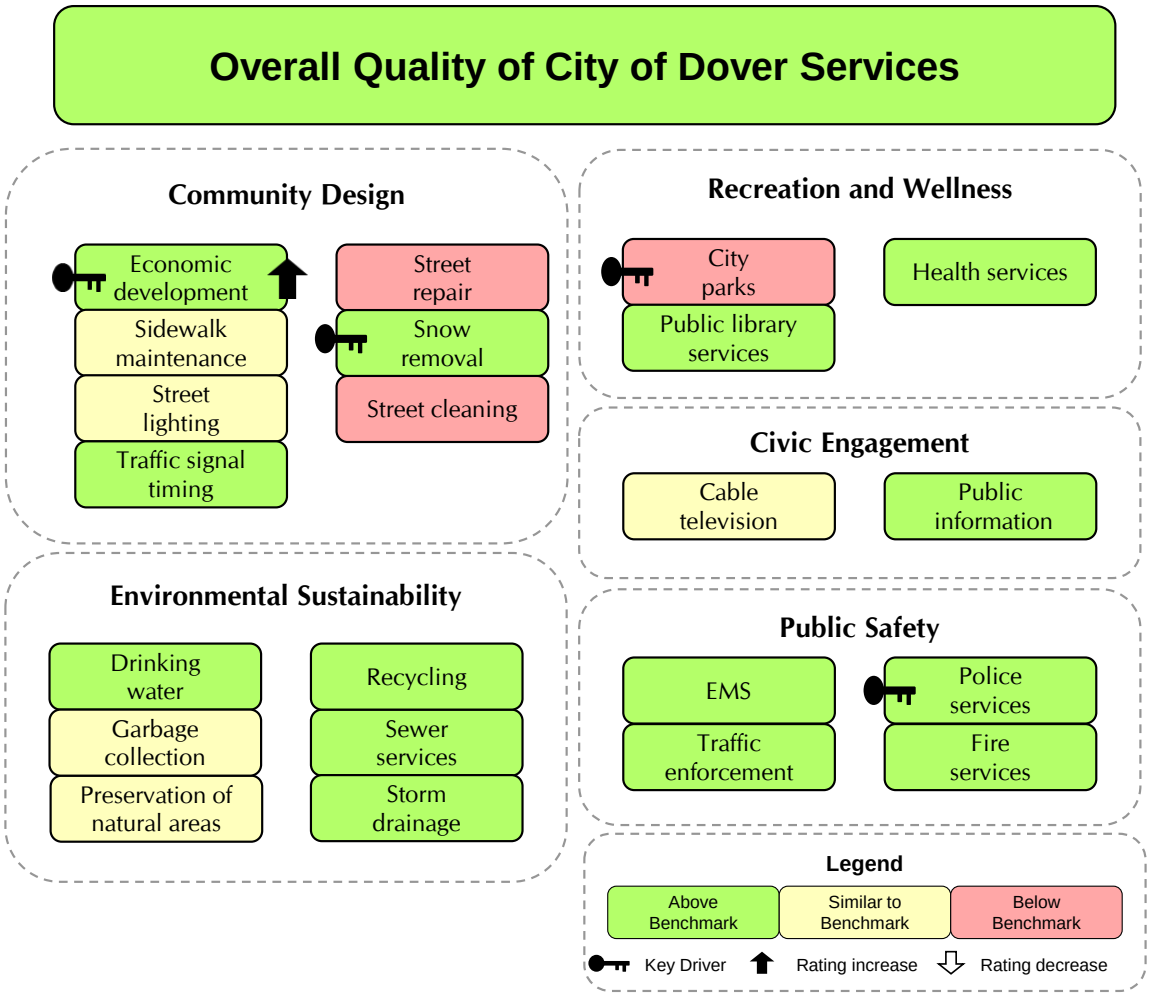
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Twenty-two services were included in the KDA for the City of Dover. Of these, 14 were above the benchmark, three were below the benchmark and five were similar to the benchmark.

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. In Dover, City parks were below 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 90: 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. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Dover, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. 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.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Dover, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Dover residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

Custom Questions

"Don't know" responses have been removed from the following question.

Custom Question 1				
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Emergency police/fire response (crimes in progress, fire, rescue)	81%	18%	2%	100%
Emergency ambulance response (advanced life support)	78%	20%	2%	100%
Public schools	72%	24%	4%	100%
Street snow plowing	71%	28%	1%	100%
Business retention and economic development	56%	37%	7%	100%
Sidewalk snow plowing	55%	37%	8%	100%
Student transportation	43%	43%	13%	100%
Youth drug/alcohol prevention efforts (Youth to Youth, DARE)	42%	40%	19%	100%
Street, sidewalk and curb maintenance	42%	49%	9%	100%
Extracurricular (school) activities	41%	43%	15%	100%
Health inspections (restaurants, housing standards, disease control)	40%	52%	8%	100%
Curbside solid waste and recycling pick up	39%	50%	11%	100%
Middle/high school assigned police officer	37%	33%	30%	100%
Programs for low-income families (health services, housing, childcare)	35%	49%	16%	100%
Community oriented policing (downtown/neighborhood patrols)	33%	45%	22%	100%
Parks and playground maintenance (grounds, equipment, safety upgrades)	32%	57%	11%	100%
Downtown public parking	31%	50%	19%	100%
Victims of crime assistance (case consultation, legal system support)	31%	57%	12%	100%
Storm run-off drainage system maintenance	31%	57%	12%	100%
Teen Center and related recreation activities	30%	51%	19%	100%
Fire and life safety public education efforts (home and business)	29%	52%	20%	100%
Youth playground and summer camp programs	26%	52%	22%	100%
Public transportation (COAST, FasTrans, Transportation center)	25%	60%	15%	100%
Library public computer availability	25%	41%	34%	100%
Building inspections (plumbing, electrical, safety codes)	24%	59%	17%	100%
Community events/programs (4th of July, Cocheco Arts, Holidays)	24%	54%	23%	100%
Library children's room and related programming	24%	49%	27%	100%

Custom Question 1				
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Indoor pool and related year-round activities	22%	56%	22%	100%
Senior Center and related recreation activities	22%	58%	20%	100%
Library materials (literature, audio, historical documents, museum passes)	22%	54%	25%	100%
City Hall office hours (auto registration, vital records, tax assessing)	21%	56%	22%	100%
Library hours of operation	20%	53%	27%	100%
Traffic related police patrols (stop sign, speed, crosswalk enforcement)	18%	44%	38%	100%
Community Fitness Center/Gymnasium and related recreation activities	18%	53%	29%	100%
Roadside tree trimming and weed control	18%	54%	27%	100%
Streetscape maintenance (flowers, litter, decorative lights, street signage)	18%	56%	26%	100%
Outdoor pool and related summer only recreation activities	17%	60%	23%	100%
Communication with citizens (newsletter, program brochures, Web site)	13%	61%	26%	100%
Municipal building maintenance (custodial/preventative maintenance)	12%	63%	25%	100%
Recycling Center hours	12%	51%	37%	100%
Animal control (investigate complaints, retrieve/shelter stray animals)	11%	55%	34%	100%
Availability of public meeting space for organizations and non-profit groups	11%	41%	48%	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	31%	61%	7%	1%	100%
Your neighborhood as a place to live	30%	48%	17%	4%	100%
Dover as a place to raise children	26%	57%	16%	1%	100%
Dover as a place to work	23%	52%	19%	6%	100%
Dover as a place to retire	21%	41%	25%	13%	100%
The overall quality of life in Dover	23%	60%	15%	2%	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	15%	56%	26%	3%	100%
Overall appearance of Dover	17%	61%	19%	3%	100%
Cleanliness of Dover	19%	54%	21%	6%	100%
Overall quality of new development in Dover	10%	55%	28%	6%	100%
Variety of housing options	15%	49%	30%	6%	100%
Overall quality of business and service establishments in Dover	15%	58%	25%	2%	100%
Shopping opportunities	11%	42%	38%	9%	100%
Opportunities to attend cultural activities	14%	47%	31%	8%	100%
Recreational opportunities	15%	49%	30%	6%	100%
Employment opportunities	6%	31%	46%	17%	100%
Educational opportunities	9%	46%	35%	9%	100%
Opportunities to participate in social events and activities	14%	54%	28%	4%	100%
Opportunities to volunteer	18%	51%	26%	5%	100%
Opportunities to participate in community matters	15%	53%	28%	4%	100%
Ease of car travel in Dover	13%	48%	29%	10%	100%
Ease of bus travel in Dover	21%	40%	31%	8%	100%
Ease of rail or subway travel in Dover	24%	41%	21%	13%	100%
Ease of bicycle travel in Dover	14%	34%	31%	20%	100%
Ease of walking in Dover	24%	47%	22%	6%	100%
Availability of paths and walking trails	14%	42%	32%	11%	100%
Traffic flow on major streets	5%	37%	39%	19%	100%
Amount of public parking	5%	33%	40%	22%	100%
Availability of affordable quality housing	7%	36%	40%	17%	100%
Availability of affordable quality child care	7%	40%	34%	19%	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
Availability of affordable quality health care	20%	47%	19%	13%	100%
Air quality	23%	58%	18%	1%	100%
Quality of overall natural environment in Dover	19%	57%	21%	3%	100%
Overall image or reputation of Dover	12%	59%	24%	5%	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%	3%	58%	31%	8%	100%
Retail growth (stores, restaurants, etc.)	6%	35%	53%	6%	0%	100%
Jobs growth	18%	56%	25%	2%	0%	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	14%
Minor problem	50%
Moderate problem	30%
Major problem	6%
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)	42%	40%	11%	5%	2%	100%
Property crimes (e.g., burglary, theft)	21%	47%	15%	14%	3%	100%
Environmental hazards, including toxic waste	43%	35%	15%	5%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	75%	20%	2%	3%	0%	100%
In your neighborhood after dark	41%	41%	7%	9%	2%	100%
In Dover's downtown area during the day	74%	21%	4%	1%	0%	100%
In Dover's downtown area after dark	26%	48%	14%	12%	1%	100%

Question 7: Crime Victim	
During the past 12 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	31%
Yes	69%
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	23%	24%	26%	19%	7%	100%
Used Dover recreation centers	45%	19%	21%	10%	5%	100%
Participated in a recreation program or activity	54%	20%	16%	8%	3%	100%
Visited a neighborhood park or City park	18%	23%	35%	15%	9%	100%
Ridden a local bus within Dover	79%	7%	4%	6%	5%	100%
Attended a meeting of local elected officials or other local public meeting	72%	23%	4%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	55%	23%	16%	5%	2%	100%
Visited the City of Dover Web site (at www.dover.nh.gov)	23%	22%	38%	12%	5%	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
Recycled used paper, cans or bottles from your home	9%	4%	4%	6%	78%	100%
Volunteered your time to some group or activity in Dover	64%	17%	8%	4%	7%	100%
Participated in a club or civic group in Dover	76%	11%	4%	3%	5%	100%
Provided help to a friend or neighbor	8%	23%	38%	18%	13%	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	20%
Several times a week	27%
Several times a month	23%
Less than several times a month	30%
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	48%	41%	8%	4%	100%
Fire services	63%	35%	2%	0%	100%
Ambulance or emergency medical services	61%	36%	3%	0%	100%
Crime prevention	22%	60%	14%	4%	100%
Fire prevention and education	41%	47%	11%	1%	100%
Traffic enforcement	21%	55%	18%	6%	100%
Street repair	10%	27%	40%	23%	100%
Street cleaning	14%	45%	30%	11%	100%
Street lighting	16%	47%	29%	8%	100%
Snow removal	26%	41%	27%	6%	100%
Sidewalk maintenance	13%	39%	35%	13%	100%
Traffic signal timing	15%	46%	29%	11%	100%
Bus or transit services	25%	45%	24%	6%	100%
Garbage collection	35%	49%	10%	5%	100%
Recycling	43%	44%	12%	2%	100%
Storm drainage	19%	58%	18%	5%	100%
Drinking water	28%	47%	18%	7%	100%
Sewer services	27%	57%	14%	2%	100%
City parks	26%	50%	21%	3%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Dover:	Excellent	Good	Fair	Poor	Total
Recreation programs or classes	21%	54%	20%	6%	100%
Recreation centers or facilities	20%	55%	21%	4%	100%
Land use, planning and zoning	10%	46%	33%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	44%	35%	13%	100%
Animal control	21%	58%	20%	2%	100%
Economic development	9%	52%	29%	10%	100%
Health services	25%	56%	16%	3%	100%
Services to seniors	21%	52%	22%	6%	100%
Services to youth	21%	48%	27%	5%	100%
Services to low-income people	15%	47%	27%	11%	100%
Public library services	44%	46%	10%	1%	100%
Public information services	19%	57%	22%	2%	100%
Public schools	20%	51%	23%	6%	100%
Cable television	16%	46%	24%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	52%	23%	8%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	17%	47%	25%	10%	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	17%	66%	16%	1%	100%
The Federal Government	5%	36%	37%	21%	100%
The State Government	6%	48%	38%	9%	100%
Strafford County Government	10%	53%	32%	5%	100%

Question 13: Contact with City Employees	
Have you had any in-person, phone or email 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	37%	50%	9%	4%	100%
Responsiveness	42%	41%	11%	6%	100%
Courtesy	46%	37%	8%	9%	100%
Overall impression	38%	43%	12%	7%	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	6%	40%	40%	14%	100%
The overall direction that Dover is taking	10%	54%	28%	9%	100%
The job Dover government does at welcoming citizen involvement	11%	43%	33%	13%	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	49%	40%	7%	4%	100%
Remain in Dover for the next five years	53%	31%	8%	8%	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	17%
Neutral	54%
Somewhat negative	18%
Very negative	5%
Total	100%

Question 18: Custom Question				
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Public transportation (COAST, FasTrans, Transportation center)	25%	60%	15%	100%
Communication with citizens (newsletter, program brochures, Web site)	13%	61%	26%	100%
City Hall office hours (auto registration, vital records, tax assessing)	21%	56%	22%	100%
Business retention and economic development	56%	37%	7%	100%
Downtown public parking	31%	50%	19%	100%
Programs for low-income families (health services, housing, childcare)	35%	49%	16%	100%
Youth drug/alcohol prevention efforts (Youth to Youth, DARE)	42%	40%	19%	100%
Community oriented policing (downtown/neighborhood patrols)	33%	45%	22%	100%
Middle/high school assigned police officer	37%	33%	30%	100%
Traffic related police patrols (stop sign, speed, crosswalk enforcement)	18%	44%	38%	100%
Victims of crime assistance (case consultation, legal system support)	31%	57%	12%	100%
Emergency police/fire response (crimes in progress, fire, rescue)	81%	18%	2%	100%
Emergency ambulance response (advanced life support)	78%	20%	2%	100%
Fire and life safety public education efforts (home and business)	29%	52%	20%	100%
Animal control (investigate complaints, retrieve/shelter stray animals)	11%	55%	34%	100%
Building inspections (plumbing, electrical, safety codes)	24%	59%	17%	100%
Health inspections (restaurants, housing standards, disease control)	40%	52%	8%	100%
Municipal building maintenance (custodial/preventative maintenance)	12%	63%	25%	100%
Parks and playground maintenance (grounds, equipment, safety upgrades)	32%	57%	11%	100%
Youth playground and summer camp programs	26%	52%	22%	100%
Indoor pool and related year-round activities	22%	56%	22%	100%
Outdoor pool and related summer only recreation activities	17%	60%	23%	100%
Community Fitness Center/Gymnasium and related recreation activities	18%	53%	29%	100%
Teen Center and related recreation activities	30%	51%	19%	100%
Senior Center and related recreation activities	22%	58%	20%	100%

Question 18: Custom Question				
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Community events/programs (4th of July, Cocheco Arts, Holidays)	24%	54%	23%	100%
Availability of public meeting space for organizations and non-profit groups	11%	41%	48%	100%
Street, sidewalk and curb maintenance	42%	49%	9%	100%
Storm run-off drainage system maintenance	31%	57%	12%	100%
Roadside tree trimming and weed control	18%	54%	27%	100%
Recycling Center hours	12%	51%	37%	100%
Curbside solid waste and recycling pick up	39%	50%	11%	100%
Streetscape maintenance (flowers, litter, decorative lights, street signage)	18%	56%	26%	100%
Street snow plowing	71%	28%	1%	100%
Sidewalk snow plowing	55%	37%	8%	100%
Library hours of operation	20%	53%	27%	100%
Library children's room and related programming	24%	49%	27%	100%
Library materials (literature, audio, historical documents, museum passes)	22%	54%	25%	100%
Library public computer availability	25%	41%	34%	100%
Public schools	72%	24%	4%	100%
Extracurricular (school) activities	41%	43%	15%	100%
Student transportation	43%	43%	13%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	59%
Yes, part-time	12%
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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	2%
Walk	5%
Bicycle	1%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Dover?	Percent of respondents
Less than 2 years	17%
2 to 5 years	21%
6 to 10 years	15%
11 to 20 years	18%
More than 20 years	28%
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	46%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	42%
Mobile home	2%
Other	2%
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	47%
Owned by you or someone in this house with a mortgage or free and clear	53%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the 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	3%
$300 to $599 per month	8%
$600 to $999 per month	28%
$1,000 to $1,499 per month	33%
$1,500 to $2,499 per month	19%
$2,500 or more per month	9%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	73%
Yes	27%
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	77%
Yes	23%
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	18%
$25,000 to $49,999	26%
$50,000 to $99,999	28%
$100,000 to $149,999	20%
$150,000 or more	8%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	2%
White	94%
Other	2%
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	6%
25 to 34 years	29%
35 to 44 years	16%
45 to 54 years	19%
55 to 64 years	11%
65 to 74 years	10%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	86%
Ineligible to vote	3%
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	13%
Yes	85%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	39%
Yes	61%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	34%
Land line	46%
Both	20%
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	31%	104	60%	202	7%	24	1%	3	1%	2	100%	334
Your neighborhood as a place to live	30%	101	48%	162	17%	57	4%	14	0%	1	100%	335
Dover as a place to raise children	21%	70	46%	152	13%	42	1%	3	20%	65	100%	332
Dover as a place to work	18%	58	40%	133	15%	50	5%	15	22%	74	100%	330
Dover as a place to retire	15%	50	29%	95	18%	59	9%	31	29%	97	100%	332
The overall quality of life in Dover	23%	76	59%	198	15%	49	2%	5	1%	4	100%	332

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	
Sense of community	14%	48	53%	175	24%	80	2%	8	6%	19	100%	331
Overall appearance of Dover	16%	55	61%	202	19%	64	3%	10	1%	3	100%	333
Cleanliness of Dover	19%	64	53%	178	21%	68	6%	20	1%	3	100%	334
Overall quality of new development in Dover	9%	29	47%	156	24%	79	5%	18	15%	49	100%	332
Variety of housing options	14%	46	45%	147	27%	90	5%	17	9%	29	100%	329
Overall quality of business and service establishments in Dover	15%	49	56%	186	24%	80	2%	7	3%	9	100%	331
Shopping opportunities	11%	37	42%	139	37%	124	8%	28	1%	5	100%	334
Opportunities to attend cultural activities	12%	41	43%	141	28%	93	7%	24	9%	30	100%	329
Recreational opportunities	14%	48	46%	154	28%	94	6%	19	6%	21	100%	334
Employment opportunities	4%	14	24%	78	35%	115	13%	43	24%	80	100%	331
Educational opportunities	8%	25	38%	125	29%	95	8%	25	17%	57	100%	328
Opportunities to participate in social events and activities	13%	43	48%	158	25%	83	3%	11	11%	37	100%	332
Opportunities to volunteer	13%	44	38%	126	19%	64	4%	12	26%	87	100%	333
Opportunities to participate in community matters	12%	38	40%	132	21%	69	3%	10	25%	84	100%	333

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	
Ease of car travel in Dover	12%	41	47%	155	29%	95	9%	31	3%	10	100%	331
Ease of bus travel in Dover	12%	41	24%	79	19%	61	5%	17	40%	133	100%	331
Ease of rail or subway travel in Dover	17%	54	28%	92	14%	47	9%	29	32%	104	100%	326
Ease of bicycle travel in Dover	10%	33	24%	78	22%	72	14%	47	30%	98	100%	327
Ease of walking in Dover	23%	77	46%	152	22%	72	6%	20	3%	11	100%	332
Availability of paths and walking trails	13%	42	37%	123	29%	95	10%	32	11%	36	100%	329
Traffic flow on major streets	5%	15	36%	120	38%	127	18%	60	3%	9	100%	331
Amount of public parking	5%	18	32%	106	38%	127	21%	70	4%	12	100%	333
Availability of affordable quality housing	6%	19	28%	94	32%	104	14%	46	20%	67	100%	330
Availability of affordable quality child care	3%	10	17%	56	14%	47	8%	26	58%	191	100%	330
Availability of affordable quality health care	15%	51	37%	122	15%	50	10%	35	22%	74	100%	330
Air quality	21%	69	54%	177	16%	54	1%	3	8%	26	100%	329
Quality of overall natural environment in Dover	18%	60	56%	186	20%	67	3%	11	3%	9	100%	333
Overall image or reputation of Dover	12%	40	58%	192	23%	77	5%	15	2%	8	100%	331

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%	0	2%	6	40%	132	21%	69	6%	19	32%	107	100%	333
Retail growth (stores, restaurants, etc.)	5%	16	29%	95	43%	142	5%	15	0%	0	19%	64	100%	332
Jobs growth	10%	32	30%	101	14%	46	1%	3	0%	0	45%	150	100%	332

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	13%	43
Minor problem	46%	150
Moderate problem	27%	89
Major problem	5%	17
Don't know	9%	28
Total	100%	328

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)	40%	134	38%	129	11%	36	5%	16	2%	7	4%	12	100%	335
Property crimes (e.g., burglary, theft)	20%	68	46%	151	14%	47	14%	46	3%	11	2%	8	100%	332
Environmental hazards, including toxic waste	37%	124	30%	99	13%	44	4%	15	1%	4	14%	45	100%	331

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	74%	246	20%	66	2%	7	3%	10	0%	0	1%	3	100%	333
In your neighborhood after dark	40%	134	40%	132	7%	24	9%	29	2%	8	1%	4	100%	331
In Dover's downtown area during the day	72%	239	20%	67	4%	13	1%	4	0%	0	3%	9	100%	331
In Dover's downtown area after dark	24%	78	44%	145	13%	43	11%	35	1%	2	9%	28	100%	332

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	87%	285
Yes	12%	39
Don't know	1%	2
Total	100%	326

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	31%	12
Yes	69%	27
Don't know	0%	0
Total	100%	39

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	23%	78	24%	81	26%	87	19%	64	7%	24	100%	334
Used Dover recreation centers	45%	148	19%	64	21%	69	10%	32	5%	17	100%	330
Participated in a recreation program or activity	54%	178	20%	65	16%	53	8%	27	3%	8	100%	332
Visited a neighborhood park or City park	18%	60	23%	76	35%	115	15%	49	9%	30	100%	330
Ridden a local bus within Dover	79%	259	7%	22	4%	12	6%	19	5%	17	100%	329
Attended a meeting of local elected officials or other local public meeting	72%	240	23%	75	4%	13	1%	3	0%	2	100%	332

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	
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	55%	182	23%	77	16%	53	5%	17	2%	5	100%	333
Visited the City of Dover Web site (at www.dover.nh.gov)	23%	76	22%	73	38%	125	12%	39	5%	17	100%	330
Recycled used paper, cans or bottles from your home	9%	30	4%	12	4%	12	6%	19	78%	260	100%	333
Volunteered your time to some group or activity in Dover	64%	207	17%	56	8%	25	4%	11	7%	23	100%	322
Participated in a club or civic group in Dover	76%	249	11%	36	4%	14	3%	9	5%	17	100%	326
Provided help to a friend or neighbor	8%	28	23%	75	38%	125	18%	59	13%	45	100%	332

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	20%	66
Several times a week	27%	88
Several times a month	23%	77
Less than several times a month	30%	98
Total	100%	330

Question 11: Service Quality												
Please rate the quality of each of the following services in Dover:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	45%	148	38%	126	7%	24	3%	11	6%	18	100%	328
Fire services	54%	176	29%	96	1%	5	0%	1	15%	49	100%	326
Ambulance or emergency medical services	45%	148	27%	89	2%	7	0%	0	26%	84	100%	328
Crime prevention	17%	55	47%	150	11%	35	3%	11	22%	71	100%	322
Fire prevention and education	27%	89	32%	103	7%	24	1%	2	33%	106	100%	326
Traffic enforcement	19%	63	50%	161	16%	52	5%	17	9%	29	100%	322
Street repair	10%	32	26%	86	39%	128	23%	74	2%	8	100%	327
Street cleaning	13%	43	44%	144	29%	94	11%	35	3%	10	100%	326
Street lighting	16%	51	46%	149	28%	92	8%	26	2%	8	100%	325
Snow removal	25%	79	40%	127	26%	84	5%	18	4%	14	100%	322
Sidewalk maintenance	12%	39	37%	119	33%	106	13%	41	6%	19	100%	325
Traffic signal timing	14%	45	44%	141	28%	89	10%	34	4%	14	100%	323
Bus or transit services	14%	45	25%	82	13%	43	3%	10	44%	143	100%	324
Garbage collection	33%	105	46%	147	9%	30	5%	15	8%	26	100%	324
Recycling	39%	127	40%	130	11%	36	1%	5	9%	29	100%	326
Storm drainage	16%	52	49%	159	15%	50	4%	13	15%	49	100%	322
Drinking water	26%	83	43%	140	17%	55	7%	22	8%	25	100%	325
Sewer services	20%	64	43%	137	10%	33	1%	4	25%	81	100%	320
City parks	23%	74	44%	143	19%	61	3%	9	11%	36	100%	322
Recreation programs or classes	12%	39	32%	102	12%	39	3%	11	40%	130	100%	321
Recreation centers or facilities	14%	45	37%	120	15%	47	3%	8	31%	101	100%	322
Land use, planning and zoning	6%	20	28%	90	20%	64	7%	21	39%	124	100%	320
Code enforcement (weeds, abandoned buildings, etc.)	5%	18	28%	88	22%	71	8%	26	37%	117	100%	321
Animal control	13%	41	36%	114	12%	39	1%	3	38%	124	100%	322
Economic development	6%	21	37%	121	21%	68	7%	24	28%	91	100%	325
Health services	19%	62	43%	139	12%	38	2%	7	24%	76	100%	322

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	10%	32	25%	80	11%	34	3%	9	52%	167	100%	323
Services to youth	11%	37	26%	84	14%	47	3%	9	46%	147	100%	324
Services to low-income people	7%	22	21%	68	12%	40	5%	16	54%	174	100%	320
Public library services	38%	123	40%	129	8%	27	1%	2	14%	44	100%	325
Public information services	14%	44	41%	133	16%	52	2%	5	27%	87	100%	321
Public schools	14%	44	35%	112	16%	52	4%	13	31%	98	100%	320
Cable television	12%	40	37%	118	19%	62	11%	36	21%	67	100%	324
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	28	27%	87	12%	37	4%	13	48%	154	100%	319
Preservation of natural areas such as open space, farmlands and greenbelts	13%	40	34%	108	18%	58	8%	24	28%	88	100%	318

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	16%	51	62%	202	15%	49	1%	3	6%	19	100%	324
The Federal Government	5%	15	29%	96	31%	100	18%	57	18%	58	100%	327
The State Government	5%	16	40%	130	32%	103	7%	23	17%	55	100%	327
Strafford County Government	7%	22	36%	117	22%	69	3%	10	32%	104	100%	323

Question 13: Contact with City Employees		
Have you had any in-person, phone or email 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%	109
Yes	66%	208
Total	100%	318

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	36%	74	49%	102	9%	19	4%	9	2%	4	100%	208
Responsiveness	42%	87	41%	84	11%	23	6%	13	0%	0	100%	207
Courtesy	46%	96	37%	76	8%	16	9%	19	0%	0	100%	207
Overall impression	38%	79	43%	89	12%	25	7%	14	0%	0	100%	207

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	5%	17	32%	107	32%	108	12%	39	19%	63	100%	334
The overall direction that Dover is taking	8%	27	46%	154	24%	79	8%	27	14%	47	100%	333
The job Dover government does at welcoming citizen involvement	8%	25	30%	101	24%	78	9%	29	30%	98	100%	331

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	48%	161	39%	130	7%	23	4%	14	2%	7	100%	335
Remain in Dover for the next five years	50%	165	29%	97	7%	24	8%	26	6%	19	100%	332

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	17%	56
Neutral	54%	176
Somewhat negative	18%	58
Very negative	5%	16
Total	100%	326

Question 18: Custom Question										
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority		Medium priority		Lowest priority		Don't know		Total	
Public transportation (COAST, FasTrans, Transportation center)	23%	74	55%	177	14%	45	9%	28	100%	325
Communication with citizens (newsletter, program brochures, Web site)	13%	40	57%	183	24%	77	6%	20	100%	320
City Hall office hours (auto registration, vital records, tax assessing)	20%	65	54%	173	21%	69	5%	16	100%	323
Business retention and economic development	52%	164	34%	107	7%	21	8%	27	100%	318
Downtown public parking	30%	96	49%	157	19%	60	2%	8	100%	320
Programs for low-income families (health services, housing, childcare)	31%	97	44%	138	15%	46	11%	36	100%	317
Youth drug/alcohol prevention efforts (Youth to Youth, DARE)	38%	121	36%	115	17%	55	10%	31	100%	322
Community oriented policing (downtown/neighborhood patrols)	31%	99	42%	135	20%	64	6%	20	100%	319
Middle/high school assigned police officer	32%	103	29%	92	26%	84	13%	40	100%	320
Traffic related police patrols (stop sign, speed, crosswalk enforcement)	17%	54	42%	134	36%	117	5%	17	100%	323
Victims of crime assistance (case consultation, legal system support)	29%	91	53%	169	11%	36	7%	23	100%	319
Emergency police/fire response (crimes in progress, fire, rescue)	78%	253	17%	56	1%	5	3%	10	100%	324
Emergency ambulance response (advanced life support)	76%	248	20%	64	2%	6	2%	8	100%	326
Fire and life safety public education efforts (home and business)	27%	88	49%	161	19%	60	5%	15	100%	325
Animal control (investigate complaints, retrieve/shelter stray animals)	11%	34	51%	166	32%	104	6%	20	100%	324

Question 18: Custom Question										
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority		Medium priority		Lowest priority		Don't know		Total	
Building inspections (plumbing, electrical, safety codes)	22%	72	55%	178	16%	51	7%	21	100%	322
Health inspections (restaurants, housing standards, disease control)	38%	122	49%	160	8%	25	6%	18	100%	325
Municipal building maintenance (custodial/preventative maintenance)	11%	36	59%	187	23%	74	7%	23	100%	320
Parks and playground maintenance (grounds, equipment, safety upgrades)	30%	97	54%	174	11%	34	6%	18	100%	324
Youth playground and summer camp programs	23%	75	47%	152	20%	66	9%	29	100%	322
Indoor pool and related year-round activities	20%	66	52%	169	21%	67	6%	20	100%	322
Outdoor pool and related summer only recreation activities	16%	51	56%	179	22%	71	7%	21	100%	322
Community Fitness Center/Gymnasium and related recreation activities	17%	54	49%	157	27%	88	7%	22	100%	321
Teen Center and related recreation activities	28%	89	46%	148	17%	54	9%	30	100%	321
Senior Center and related recreation activities	20%	65	53%	169	18%	58	9%	28	100%	319
Community events/programs (4th of July, Cocheco Arts, Holidays)	22%	71	50%	160	21%	67	6%	20	100%	319
Availability of public meeting space for organizations and non-profit groups	10%	31	37%	117	42%	135	12%	37	100%	320
Street, sidewalk and curb maintenance	41%	132	47%	153	9%	28	3%	10	100%	323
Storm run-off drainage system maintenance	29%	91	54%	169	11%	35	7%	21	100%	316
Roadside tree trimming and weed control	18%	57	52%	167	26%	84	4%	11	100%	320
Recycling Center hours	11%	36	46%	149	33%	108	9%	30	100%	322
Curbside solid waste and recycling pick up	37%	120	48%	156	10%	33	4%	13	100%	321
Streetscape maintenance (flowers, litter, decorative lights, street signage)	17%	54	54%	172	25%	81	3%	11	100%	318
Street snow plowing	69%	224	28%	89	1%	4	2%	8	100%	325
Sidewalk snow plowing	53%	170	35%	114	8%	26	4%	12	100%	321
Library hours of operation	19%	60	50%	161	26%	83	6%	18	100%	323
Library children's room and related programming	22%	69	44%	140	25%	79	9%	30	100%	318
Library materials (literature, audio, historical documents, museum passes)	20%	65	50%	161	23%	75	7%	23	100%	323
Library public computer availability	23%	74	38%	122	32%	101	7%	23	100%	321
Public schools	67%	217	22%	73	4%	13	7%	22	100%	325

Question 18: Custom Question										
Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority		Medium priority		Lowest priority		Don't know		Total	
Extracurricular (school) activities	39%	124	40%	130	14%	46	7%	22	100%	323
Student transportation	40%	129	40%	130	12%	40	7%	24	100%	324

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	28%	94
Yes, full-time	59%	195
Yes, part-time	12%	40
Total	100%	329

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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	2%
Walk	5%
Bicycle	1%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Dover?	Percent of respondents	Count
Less than 2 years	17%	58
2 to 5 years	21%	70
6 to 10 years	15%	49
11 to 20 years	18%	61
More than 20 years	28%	94
Total	100%	332

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	46%	154
House attached to one or more houses (e.g., a duplex or townhome)	8%	26
Building with two or more apartments or condominiums	42%	140
Mobile home	2%	6
Other	2%	8
Total	100%	334

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	47%	150
Owned by you or someone in this house with a mortgage or free and clear	53%	170
Total	100%	320

Question D6: Monthly Housing Cost		
About how much is the 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	3%	11
$300 to $599 per month	8%	28
$600 to $999 per month	28%	93
$1,000 to $1,499 per month	33%	107
$1,500 to $2,499 per month	19%	61
$2,500 or more per month	9%	29
Total	100%	329

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	73%	242
Yes	27%	90
Total	100%	332

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	77%	258
Yes	23%	76
Total	100%	334

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	18%	59
$25,000 to $49,999	26%	85
$50,000 to $99,999	28%	90
$100,000 to $149,999	20%	63
$150,000 or more	8%	25
Total	100%	322

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	322
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	6
Total	100%	328

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	3%	8
Black or African American	2%	7
White	94%	309
Other	2%	7
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	6%	19
25 to 34 years	29%	95
35 to 44 years	16%	52
45 to 54 years	19%	63
55 to 64 years	11%	35
65 to 74 years	10%	32
75 years or older	11%	35
Total	100%	331

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	171
Male	48%	158
Total	100%	329

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	35
Yes	84%	278
Ineligible to vote	3%	9
Don't know	2%	8
Total	100%	330

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	12%	41
Yes	84%	278
Ineligible to vote	3%	9
Don't know	1%	4
Total	100%	332

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	23
Yes	93%	310
Total	100%	333

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	39%	128
Yes	61%	204
Total	100%	332

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	34%	62
Land line	46%	85
Both	20%	37
Total	100%	185

Appendix B: Survey Methodology

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

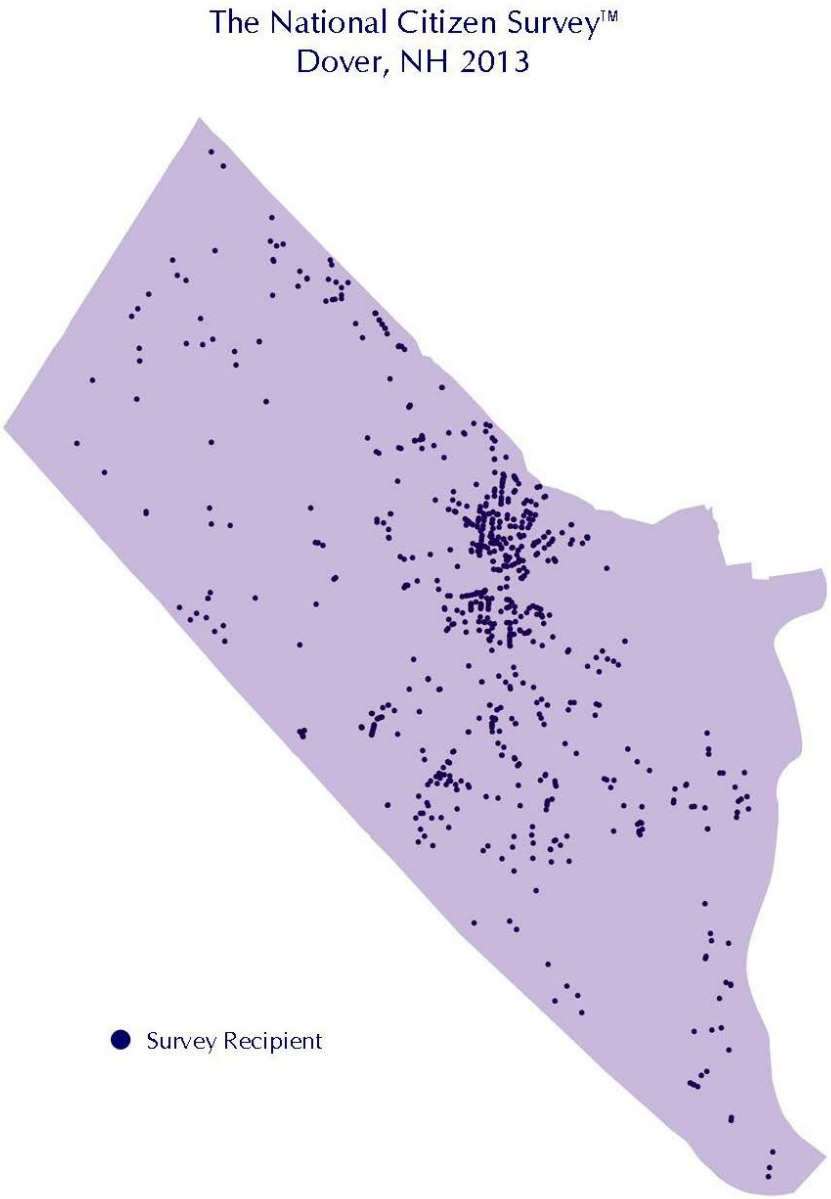
Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities 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 or not some research confirms the 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.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

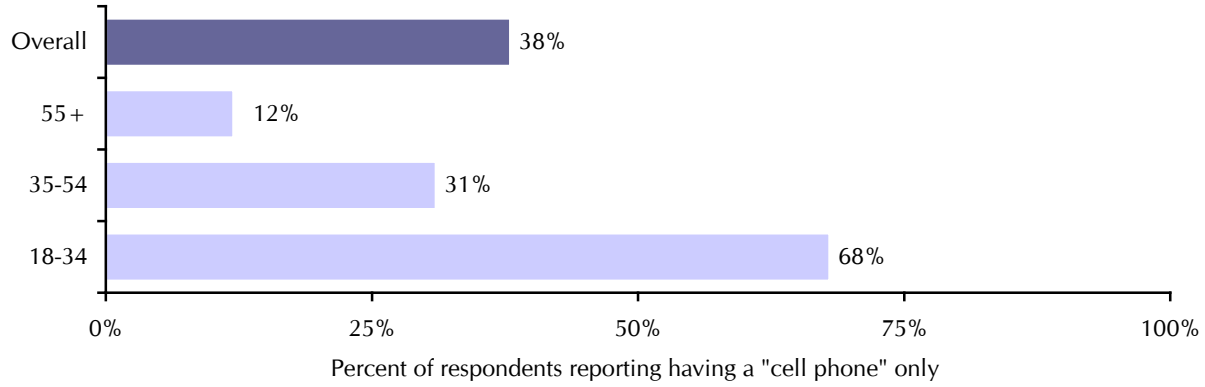


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of

birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[3] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Dover has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN DOVER



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning August 12, 2013. 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 six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Dover survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (336 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

[3] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

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

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

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 2010 Census estimates and other population norms for adults in the City of Dover. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and 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 importance to the community of correct ethnic representation
- 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. Data weighting can adjust up to five demographic variables. Several different weighting "schemes" may be 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.

Dover, NH 2013 Citizen Survey Weighting Table			
Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	47%	47%	47%
Own home	53%	53%	53%
Detached unit	49%	42%	48%
Attached unit	51%	58%	52%
Race and Ethnicity			
White	92%	91%	93%
Not white	8%	9%	7%
Not Hispanic	98%	99%	98%
Hispanic	2%	1%	2%
White alone, not Hispanic	91%	89%	91%
Hispanic and/or other race	9%	11%	9%
Sex and Age			
Female	52%	58%	52%
Male	48%	42%	48%
18-34 years of age	34%	21%	34%
35-54 years of age	36%	29%	35%
55+ years of age	30%	50%	31%
Females 18-34	17%	12%	17%
Females 35-54	18%	16%	17%
Females 55+	16%	31%	17%
Males 18-34	18%	9%	18%
Males 35-54	18%	13%	17%
Males 55+	13%	20%	14%

[1] Source: 2010 Census/2005-2009 ACS

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 are 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 comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

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 and 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 for quality ratings were available, the City of Dover results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Dover's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

Appendix C: Survey Materials

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

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,

J. Michael Joyal, Jr.
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,

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Sincerely,

J. Michael Joyal, Jr.
City Manager

Office of the City Manager
Municipal Building
288 Central Avenue
Dover, NH 03820-4169

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

Office of the City Manager
Municipal Building
288 Central Avenue
Dover, NH 03820-4169

Presorted
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J. MICHAEL JOYAL, JR
City Manager
m.joyal@dover.nh.gov

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Dover, New Hampshire 03820-4169
(603) 516-6023
Fax: (603) 516-6049
www.dover.nh.gov

City of Dover, New Hampshire

OFFICE OF THE CITY MANAGER

August 2013

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 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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 (603) 516-6023.

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

Sincerely,

J. Michael Joyal, Jr.
City Manager

J. MICHAEL JOYAL, JR
City Manager
m.joyal@dover.nh.gov

288 Central Avenue
Dover, New Hampshire 03820-4169
(603) 516-6023
Fax: (603) 516-6049
www.dover.nh.gov

City of Dover, New Hampshire

OFFICE OF THE CITY MANAGER

August 2013

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's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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 (603) 516-6023.

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

Sincerely,

J. Michael Joyal, Jr.
City Manager

The City of Dover 2013 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:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Sense of community	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 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 rail or subway 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 affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	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:

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

4. To what degree, if at all, are 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 12 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 City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Visited the City of Dover Web site (at www.dover.nh.gov)	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 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 every day
❍ Several times a week
❍ Several times a month
❍ Less than several times a month

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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
Strafford County Government	1	2	3	4	5

13. Have you had any in-person, phone or email 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.)

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

15. Please rate the following categories of Dover government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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

16. 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*
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. The City of Dover, like many other communities, faces difficult choices in deciding how to allocate limited budget dollars. City Council wants your input in setting long-term budget priorities. Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?

	Highest priority	*Medium priority*	*Lowest priority*	*Don't know*
Public transportation (COAST, FasTrans, Transportation center)	1	2	3	4
Communication with citizens (newsletter, program brochures, Web site)	1	2	3	4
City Hall office hours (auto registration, vital records, tax assessing)	1	2	3	4
Business retention and economic development	1	2	3	4
Downtown public parking	1	2	3	4
Programs for low-income families (health services, housing, childcare)	1	2	3	4
Youth drug/alcohol prevention efforts (Youth to Youth, DARE)	1	2	3	4
Community oriented policing (downtown/neighborhood patrols)	1	2	3	4
Middle/high school assigned police officer	1	2	3	4
Traffic related police patrols (stop sign, speed, crosswalk enforcement)	1	2	3	4
Victims of crime assistance (case consultation, legal system support)	1	2	3	4
Emergency police/fire response (crimes in progress, fire, rescue)	1	2	3	4
Emergency ambulance response (advanced life support)	1	2	3	4
Fire and life safety public education efforts (home and business)	1	2	3	4
Animal control (investigate complaints, retrieve/shelter stray animals)	1	2	3	4
Building inspections (plumbing, electrical, safety codes)	1	2	3	4
Health inspections (restaurants, housing standards, disease control)	1	2	3	4
Municipal building maintenance (custodial/preventative maintenance)	1	2	3	4
Parks and playground maintenance (grounds, equipment, safety upgrades)	1	2	3	4
Youth playground and summer camp programs	1	2	3	4
Indoor pool and related year-round recreation activities	1	2	3	4
Outdoor pool and related summer only recreation activities	1	2	3	4
Community Fitness Center/Gymnasium and related recreation activities	1	2	3	4
Teen Center and related recreation activities	1	2	3	4
Senior Center and related recreation activities	1	2	3	4
Community events/programs (4th of July, Cocheco Arts, Holidays)	1	2	3	4
Availability of public meeting space for organizations and non-profit groups	1	2	3	4
Street, sidewalk and curb maintenance	1	2	3	4
Storm run-off drainage system maintenance	1	2	3	4
Roadside tree trimming and weed control	1	2	3	4
Recycling Center hours	1	2	3	4
Curbside solid waste and recycling pick up	1	2	3	4
Streetscape maintenance (flowers, litter, decorative lights, street signage)	1	2	3	4
Street snow plowing	1	2	3	4
Sidewalk snow plowing	1	2	3	4
Library hours of operation	1	2	3	4
Library children's room and related programming	1	2	3	4
Library materials (literature, audio, historical documents, museum passes)	1	2	3	4
Library public computer availability	1	2	3	4
Public Schools	1	2	3	4
Extracurricular (school) activities	1	2	3	4
Student transportation	1	2	3	4

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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
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 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
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

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

D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

D17. Do you have a land line at home?
- ❍ No
- ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
- ❍ Cell
- ❍ Land line
- ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

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