



Roswell, Georgia
38 Hill St
Roswell, Georgia 30075
t: (770) 641-3727
www.Roswellgov.com

City of Roswell, Georgia

2007 Resident Survey

Final Report of Results
April 2007

Prepared by:



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EXECUTIVE SUMMARY

Survey Background and Purpose

- The City of Roswell contracted with National Research Center, Inc. to conduct a community wide resident survey. The 2007 Roswell, Georgia Resident Survey provides residents the opportunity to rate the quality of life in the city of Roswell as well as service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not and share their communication preferences.
- This is the first survey of Roswell, Georgia residents.

Methods

- Fourteen hundred randomly selected Roswell, Georgia households were mailed the 2007 Roswell, Georgia Resident Survey. Of the 1,351 eligible households who received the survey, 456 responded to the mailed questionnaire, giving a response rate of 34%. The survey instrument itself appears in Appendix D: Survey Instrument.
- Survey results were weighted so that respondent age, gender and tenure were represented in the proportions reflective of the entire city of Roswell (For more information see Appendix C: Survey Methodology). The margin of error is plus or minus five percentage points around any given percentage point. To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The margin of error around any average rating on the 100-point scale is plus or minus three points.

Summary of Results

Quality of Life

- Overall residents of Roswell, Georgia rated the City and life in Roswell positively. More than 90% felt their quality of life in Roswell was “excellent” or “good” and the majority felt safe in their neighborhood at night (52% said “very” safe and 45% said “somewhat” safe).

Services: Quality and Importance

- On the 100-point scale where zero equals “poor” and 100 equals “excellent,” all services received average ratings of quality above “fair” on the 100-point scale. Average ratings were highest for recreation and parks (83), fire/EMS services (79) and police services (73), and were lowest for ease of walking in the city (46), traffic flow/signal timing (40) and ease of bicycling in the city (38).
- As in most cities, the residents of Roswell felt that most services were important, especially police services and fire services. Average ratings for importance were all about “very” important on the 100-point scale or higher, except for the ease of bicycling in the city (48 or between “very” and “somewhat” important).
- The City should be pleased that the following services considered high in importance were also rated as high in quality by the residents of the city: environmental protection, sanitation services, police services and fire/EMS services. Services that were rated as high in importance but low in quality were traffic flow/signal timing and street

maintenance. These services provide the City with an opportunity to make an improvement that citizens feel is important.

Parks and Recreation

- Approximately two in five survey participants said they or their child(ren) had participated in a Recreation and Parks program in the last 12 months (41% - yes, 59% no).
- Those that had participated were asked to rate the quality of the parks and recreational programs and activities. The average rating for parks and recreational programs or activities was 83, or above “good” on the 100-point scale.
- Approximately one-third or more reported they had used Roswell Area Park (63%), Riverside Park (50%), East Roswell Park (41%), Azalea Park (35%), Roswell River Landing (32%) and Hembree Park (32%) at least once in the past 12 months. The least used park was Skate Park in Grimes Bridge Park; just 7% of those completing the survey said they had used this park at least once in the last 12 months.

Public Trust

- Around half of residents completing the survey had been in personal contact with a City of Roswell employee in the last 12 months. Overall impression of the employee in the most recent contact was generally assessed favorably. Forty-eight percent said it was “excellent” and 38% said it was good; only 14% indicated their overall impression was “fair” or “poor.”
- The survey included a list of public trust items and asked respondents to indicate how strongly they agreed or disagreed with each. At least 1 in 5 “strongly” agreed with each statement and less than 5% “strongly” disagreed with any of them. “The City of Roswell generally acts in the best interest of the community at large” and “I receive good value for the City of Roswell taxes that I pay” received the highest level of agreement with 86% saying they “somewhat” or “strongly” agreed with each of these statement.
- Overall performance in delivering services was reported as “excellent” by 20% of respondents, 66% said “good,” 10% said “fair” and only 4% said “poor.”
- Residents were given the opportunity to list what they felt were the top three issues facing the City of Roswell. While responses varied, 53% of respondents noted traffic or traffic lights and 36% cited development.
- Additionally respondents were provided the chance to note the one thing they would change about Roswell City government. Seventeen percent of those responding to the survey said they wanted more communication or more citizen involvement.

Communication with Citizens

- A section of the survey was dedicated to communication with citizens, how they felt about information sources available to them, which sources they used and what kinds of information they would like to see provided in the future.
- Nearly 9 in 10 survey participants reported they were “somewhat” or “very” satisfied with the availability of information about City services. Only 12% were dissatisfied (“somewhat” or “very”).

- More residents reported using the City's Web site than watching Roswell City Television (RCTV) in the last 12 months. The top information source used to gain information about the City was the *Atlanta Journal Constitution* and the *Roswell Neighbor* (40% and 45% reported these as their top one or two source, respectively).
- Respondents were provided a list of publications and asked which they had received and how useful it was. At least one-third of those that had received a publication had felt that publication was "very" helpful and at least 7 in 10 felt the Parks Program Brochure, the New Resident Welcome Packet and the Holiday Sanitation Schedule were "very" helpful.
- While the Guide to Historic District and Historic Site Brochures were received by the fewest percent of respondents, they were rated the most helpful with 100% of those who received them feeling they were "somewhat" or "very" helpful.
- A city's communication with its citizens is very important and the method it uses can affect how useful this communication is. Residents completing the survey felt that the resident newsletter would be the most useful, and 95% said it would be a "somewhat" or "very" useful method.
- Residents were asked what topics they would like to see covered in City publications. City events and parks programs were the two most preferred topics by survey respondents (91% and 78%, respectively).

In Conclusion

- Following are the summary highlights of the 2007 Roswell, Georgia Resident Survey. This represents a first step in the interpretation of the survey results.
- The City is doing a good job of providing services to its community with four of the six services considered to be most important also considered high in quality. When the City itself, "what can we do to improve," the opportunities are in traffic flow/signal timing and street maintenance.
- Overall, residents reflected trust in the City and felt that the City was acting in the best interest (86% "strongly" or "somewhat" agreed). The residents of Roswell are very interested in learning more information from the City and this was one of main themes reported when survey participants were asked what one thing they would change about Roswell City government. They most want to see local news on RCTV, and they feel the most effective way to communicate with the community is through the City newsletter, the City's Web site and direct mailings.

SURVEY BACKGROUND

Survey Purpose

The City of Roswell, Georgia contracted with National Research Center, Inc. (NRC) to conduct a community wide citizen survey. The 2007 Roswell, Georgia Resident Survey serves as a consumer report card for Roswell by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Roswell city government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the first survey of Roswell, Georgia residents.

Methods

Approximately 1,400 households within the city limits of Roswell were selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes. Households received three mailings each beginning in late December. Completed surveys were collected over the following eight weeks.

About 4% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,351 eligible households, 456 completed the survey, providing a response rate of 34%.

Understanding the Results

“Don't Know” Responses and Rounding

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

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. 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.

Putting Evaluations onto a 100-point Scale

Although responses to many of the evaluative or frequency questions were made on 4- or 5 - point scales with 1 representing the best rating, the scales had different labels (e.g. “Excellent,” “Essential,” “Strongly agree”). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “Excellent,” then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale (“neither satisfied nor dissatisfied”), then the result would be 50. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The 95 percent confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus three points on the 100-point scale.

Confidence Intervals

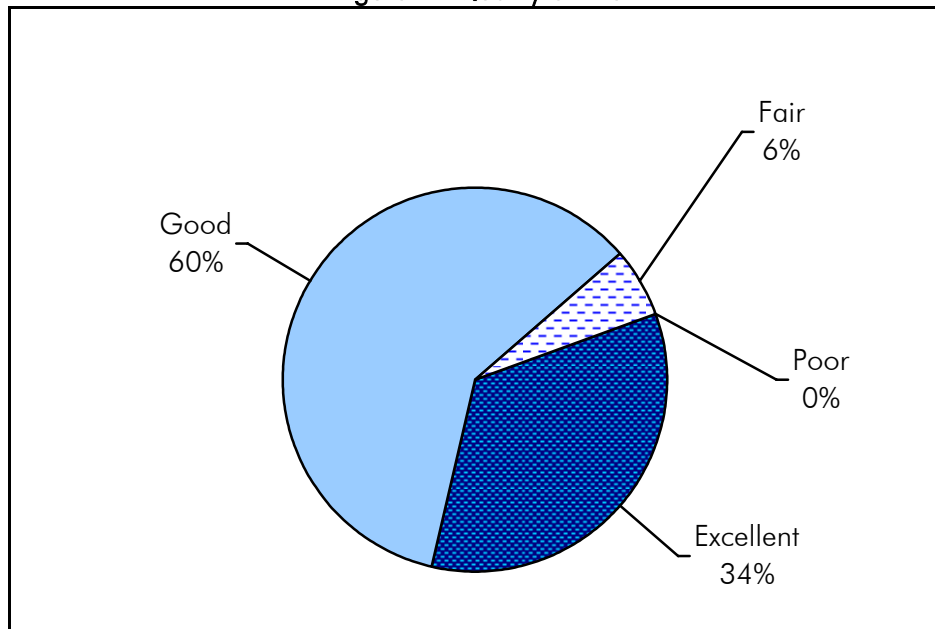
It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (456 completed interviews) and plus or minus three points around any average rating on the 100-point scale.

REPORT OF RESULTS

Quality of Life

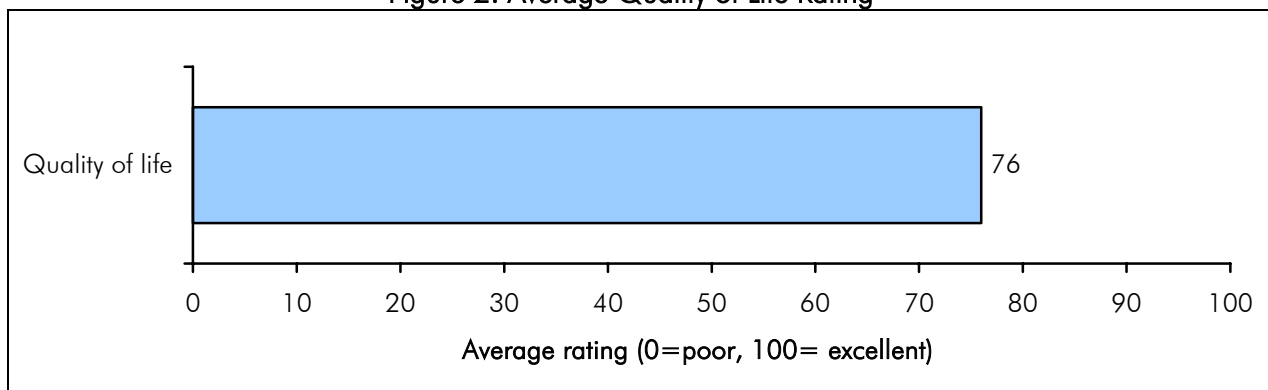
Survey participants were asked to rate the quality of life in the City of Roswell. Approximately one-third of respondent said “excellent” (34%), 60% said “good,” 6% said poor and no one felt the quality of life in Roswell was “poor.”

Figure 1: Quality of Life



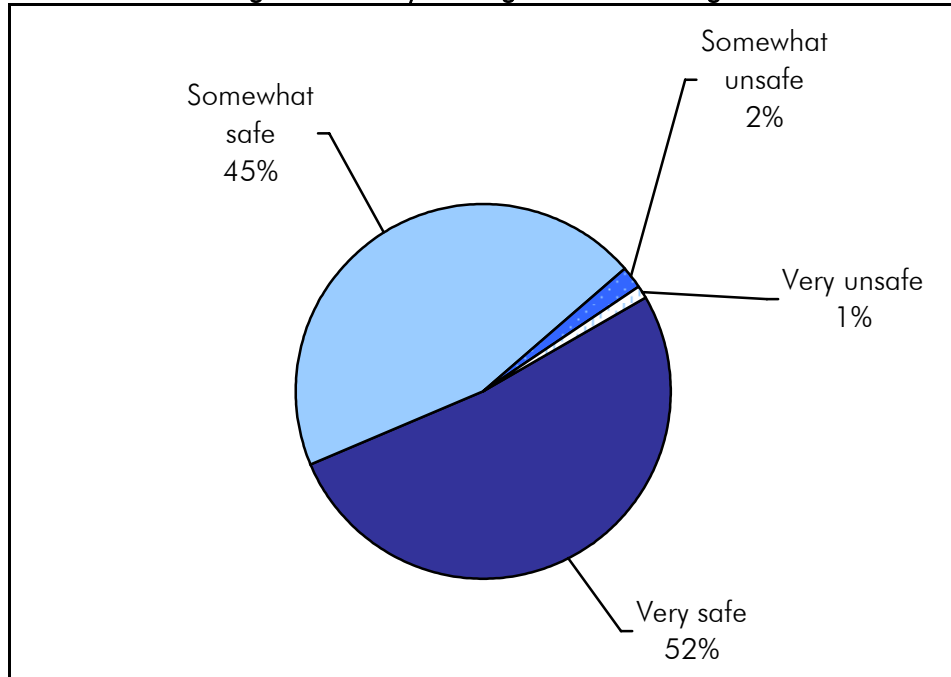
Ratings were converted to an average rating on a 100-point scale where 0 equals poor and 100 equals excellent. The average rating for quality of life in Roswell was 76 or above “good” on the 100-point scale.

Figure 2: Average Quality of Life Rating



In addition to rating the quality of life in Roswell, residents were asked a more specific question about how safe or unsafe they feel in their neighborhood at night. Overall residents of Roswell who completed the survey reported feeling safe in their neighborhood at night; 52% reported feeling “very” safe and 45% reported feeling “somewhat” safe. Only 3% reported feeling unsafe (“somewhat” or “very”).

Figure 3: Safety in Neighborhood at Night



Quality of Services

The survey presented residents with a list of City services and asked them to rate the quality of these services. More than 90% of residents completing the survey felt that recreation and parks (94%) and fire/EMS services (95%) were “excellent” or “good.”

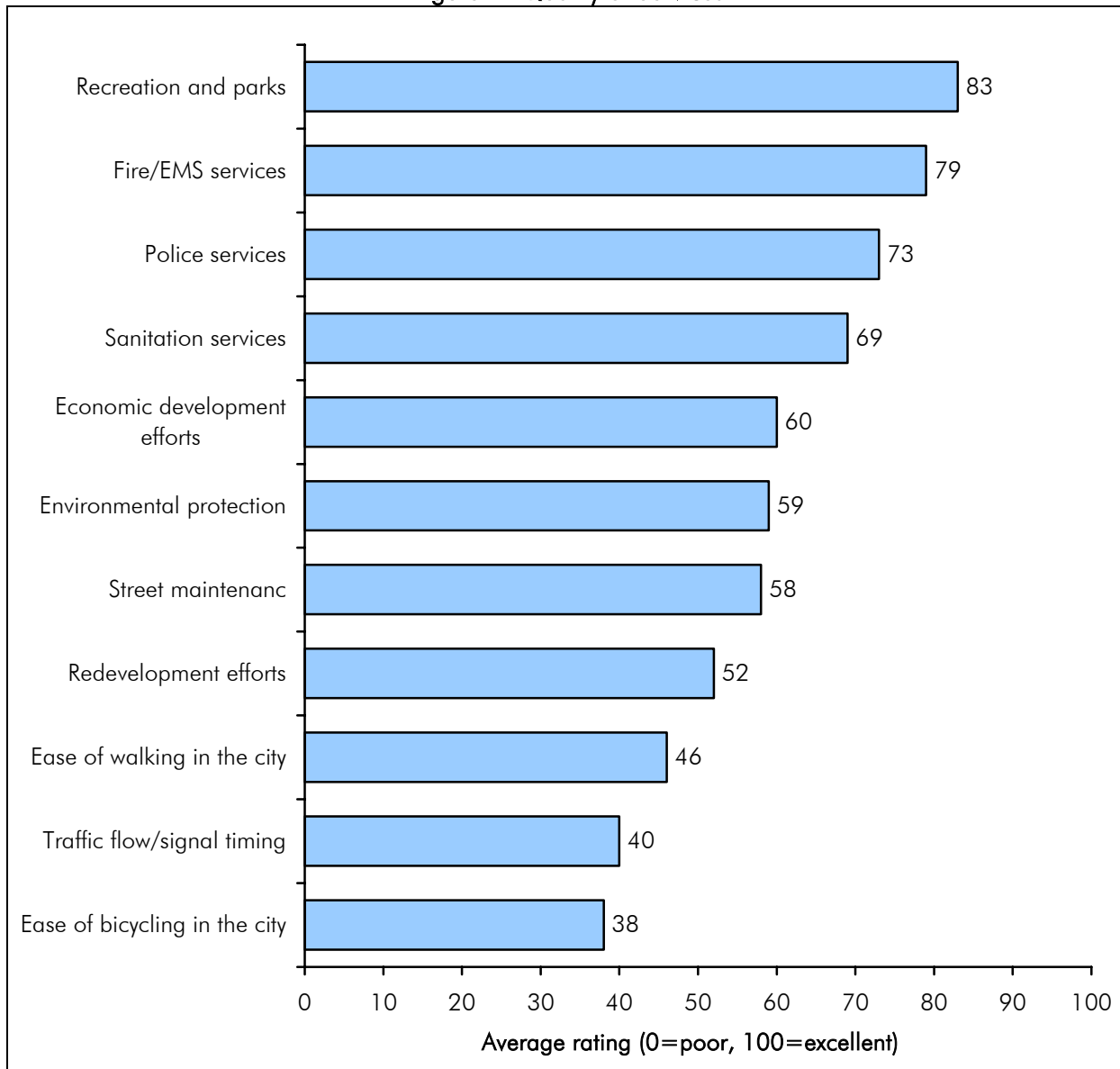
Ratings were converted to an average rating on a 100-point scale where 0 equals poor and 100 equals excellent. Recreation and parks, fire/EMS services, police services and sanitation services all received average ratings above 67, or “good” on the 100-point scale. All other services received average ratings between 38 and 60, between “fair” and “good.”

Table 1: Quality of Services

For each service please rate the quality of the service	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Recreation and parks	55%	39%	6%	0%	100%	83
Fire/EMS services	42%	53%	5%	0%	100%	79
Police services	37%	48%	12%	3%	100%	73
Sanitation services	31%	51%	12%	6%	100%	69
Economic development efforts	10%	63%	23%	3%	100%	60
Environmental protection	14%	56%	25%	6%	100%	59
Street maintenance	14%	52%	27%	7%	100%	58
Redevelopment efforts	9%	49%	30%	12%	100%	52
Ease of walking in the city	15%	29%	37%	19%	100%	46
Traffic flow/signal timing	8%	29%	38%	25%	100%	40
Ease of bicycling in the city	12%	21%	37%	30%	100%	38

(Note: A large percentage of respondents answered “don’t know” to the following services: economic development efforts, environmental protection, fire/EMS services, redevelopment efforts and ease of bicycling in the city. A complete set of frequencies can be seen in Appendix B: Complete Set of Responses to Survey Questions.)

Figure 4: Quality of Services



Importance of Services

In addition to quality, residents rated the importance of these same services. Not surprisingly fire/EMS services and police services were felt to be the most important with more than three-quarters saying they were “essential.” Slightly more than half felt that sanitation services were “essential” (58%) and nearly half felt this way about traffic flow/signal timing (47%).

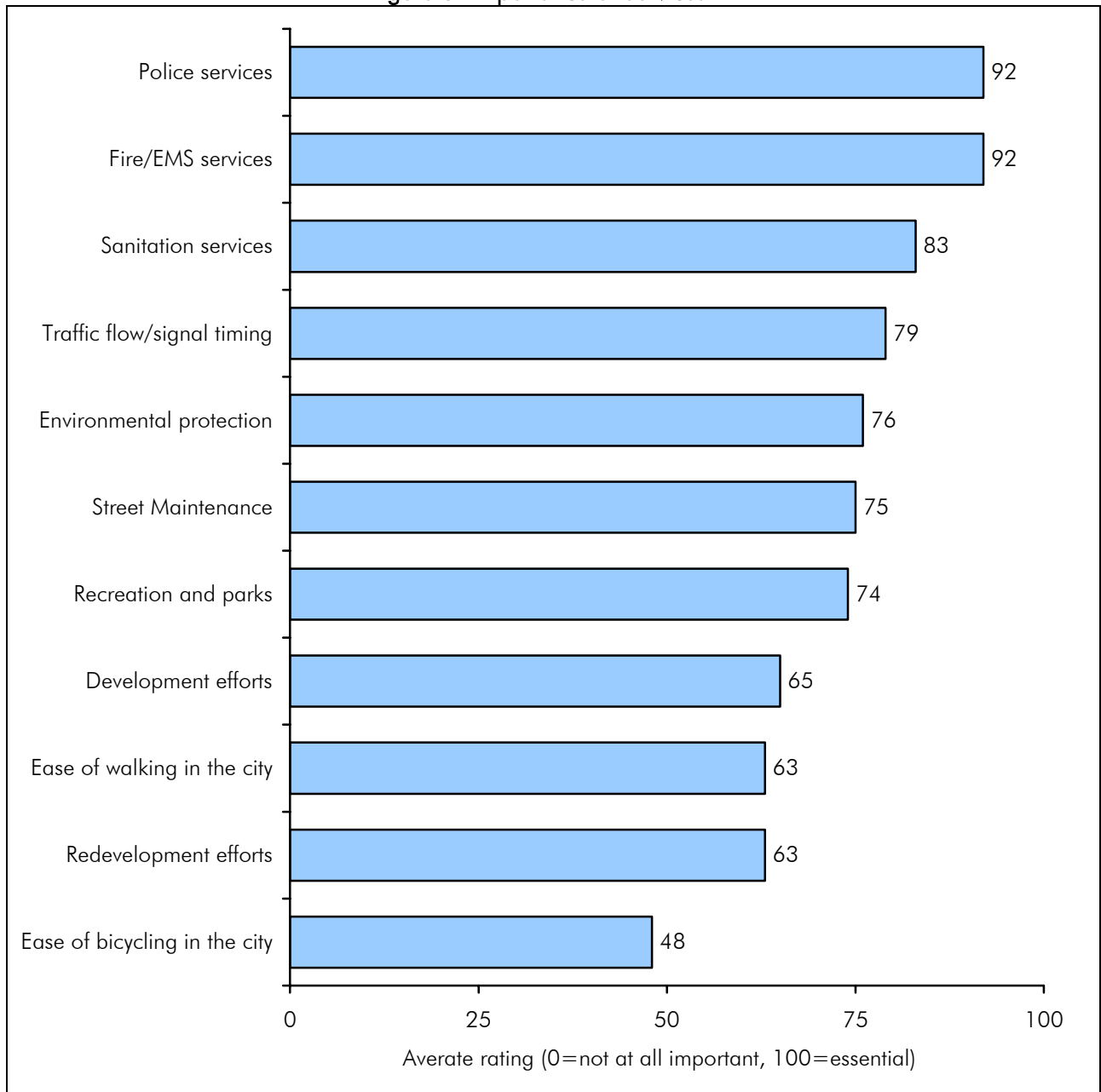
When converted to the 100-point scale, the following services received average ratings above 67 (or “very important”): police services (92), fire/EMS services (92), sanitation services (83), traffic flow/signal timing (79), environmental protection (76), street maintenance (75), and recreation and parks (74). Economic development efforts (65), ease of walking in the city (63), redevelopment efforts (63) and ease of bicycling in the city (48) had average ratings between 48 and 65, between “somewhat” and “very important” on the 100-point scale.

Table 2: Importance of Services

For each service please rate the importance of the service...	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Police services	78%	19%	2%	0%	100%	92
Fire/EMS services	79%	20%	1%	0%	100%	92
Sanitation services	58%	33%	9%	0%	100%	83
Traffic flow/signal timing	47%	44%	10%	0%	100%	79
Environmental protection	39%	50%	11%	0%	100%	76
Street maintenance	38%	50%	12%	0%	100%	75
Recreation and parks	34%	53%	13%	0%	100%	74
Economic development efforts	25%	48%	25%	2%	100%	65
Ease of walking in the city	23%	46%	30%	1%	100%	63
Redevelopment efforts	25%	39%	36%	0%	100%	63
Ease of bicycling in the city	15%	32%	35%	17%	100%	48

(Note: Twelve percent of respondents said "don't know" to the importance of economic development efforts.)

Figure 5: Importance of Services



Balancing Quality and Importance

Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of satisfaction (see Figure 6: Balancing Quality and Importance). Services were classified as “more important” if they were rated 75 points or higher on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 75. Services receiving a quality rating of 59 points or higher were considered of “higher quality” and those with an average rating lower than 59 as “lower quality.”

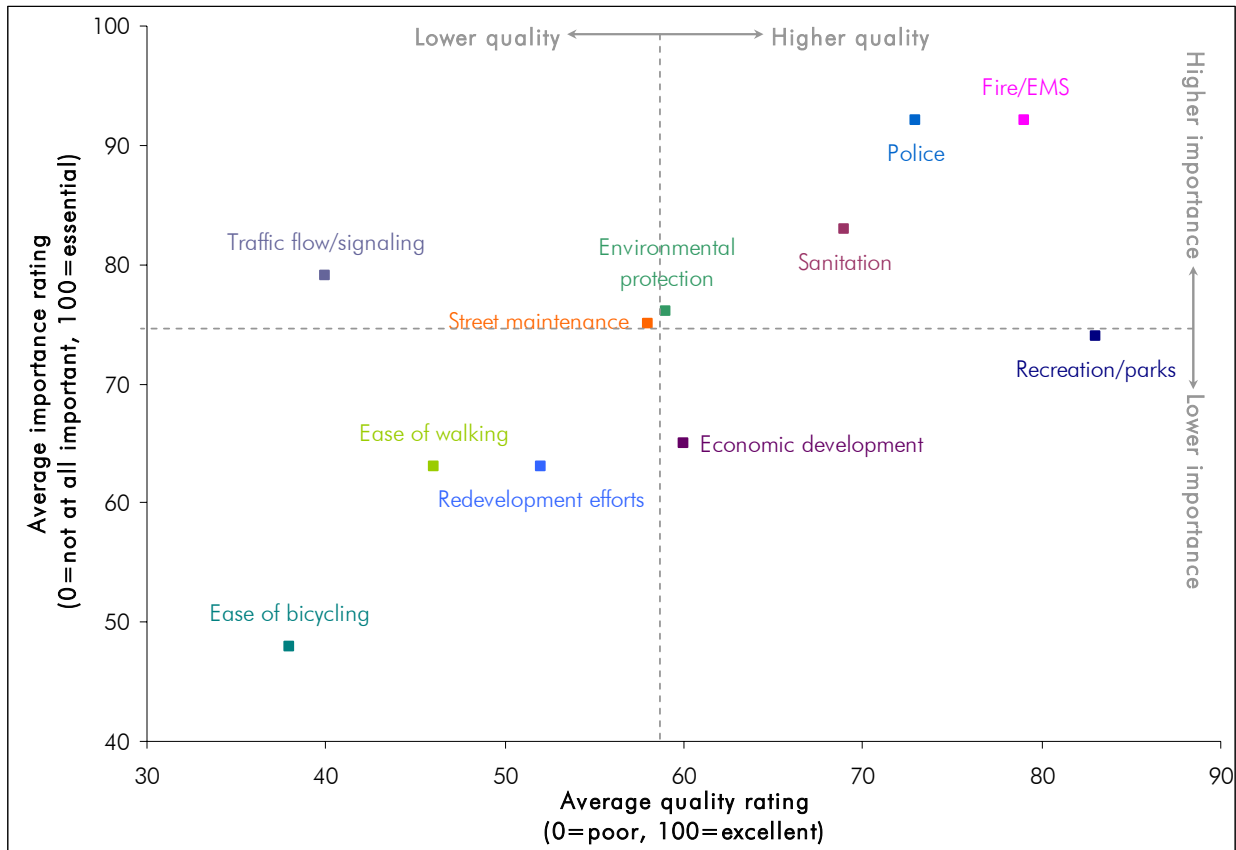
Services which were categorized as higher in importance and higher in quality were: environmental protection, sanitation services, police services and fire/EMS services.

Traffic flow/signal timing and street maintenance were the only service rated higher in importance and lower in quality.

Those services rated lower in importance and higher in quality were: economic development and recreation and parks.

Services that rated lower in importance and lower in quality were: ease of bicycling, ease of walking and redevelopment efforts.

Figure 6: Balancing Quality and Importance



Parks and Recreation

Approximately two in five survey participants said they or their child(ren) had participated in a Recreation and Parks program in the last 12 months. Those that had participated were asked to rate the quality of the parks and recreational programs and activities. Over half felt they were “excellent,” 46% said “good” and 2% said “fair.” No one indicated they felt these programs or activities were “poor.”

The average rating for parks and recreational programs or activities was 83, or above “good” on the 100-point scale.

Figure 7: Participated in a Recreation and Parks Program

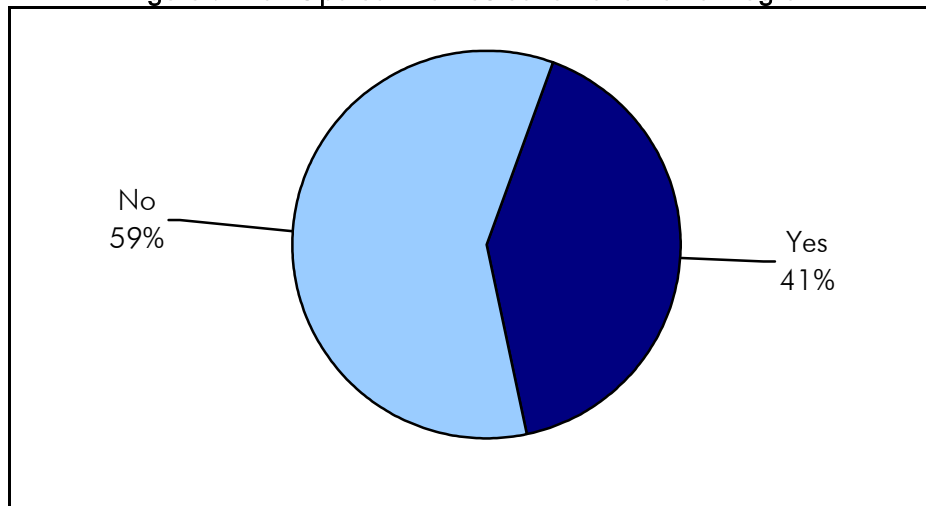
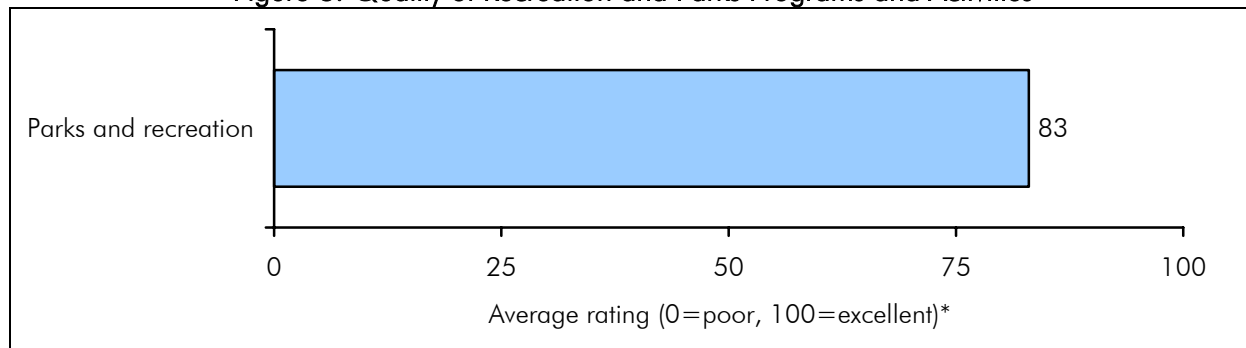


Table 3: Quality of Recreation and Parks Programs and Activities

	Excellent	Good	Fair	Poor	Total
How would you rate the quality of our parks and recreational programs and activities?	52%	46%	2%	0%	100%

*Responses are from those reporting participation in a Recreation and Parks program in the last 12 months.

Figure 8: Quality of Recreation and Parks Programs and Activities



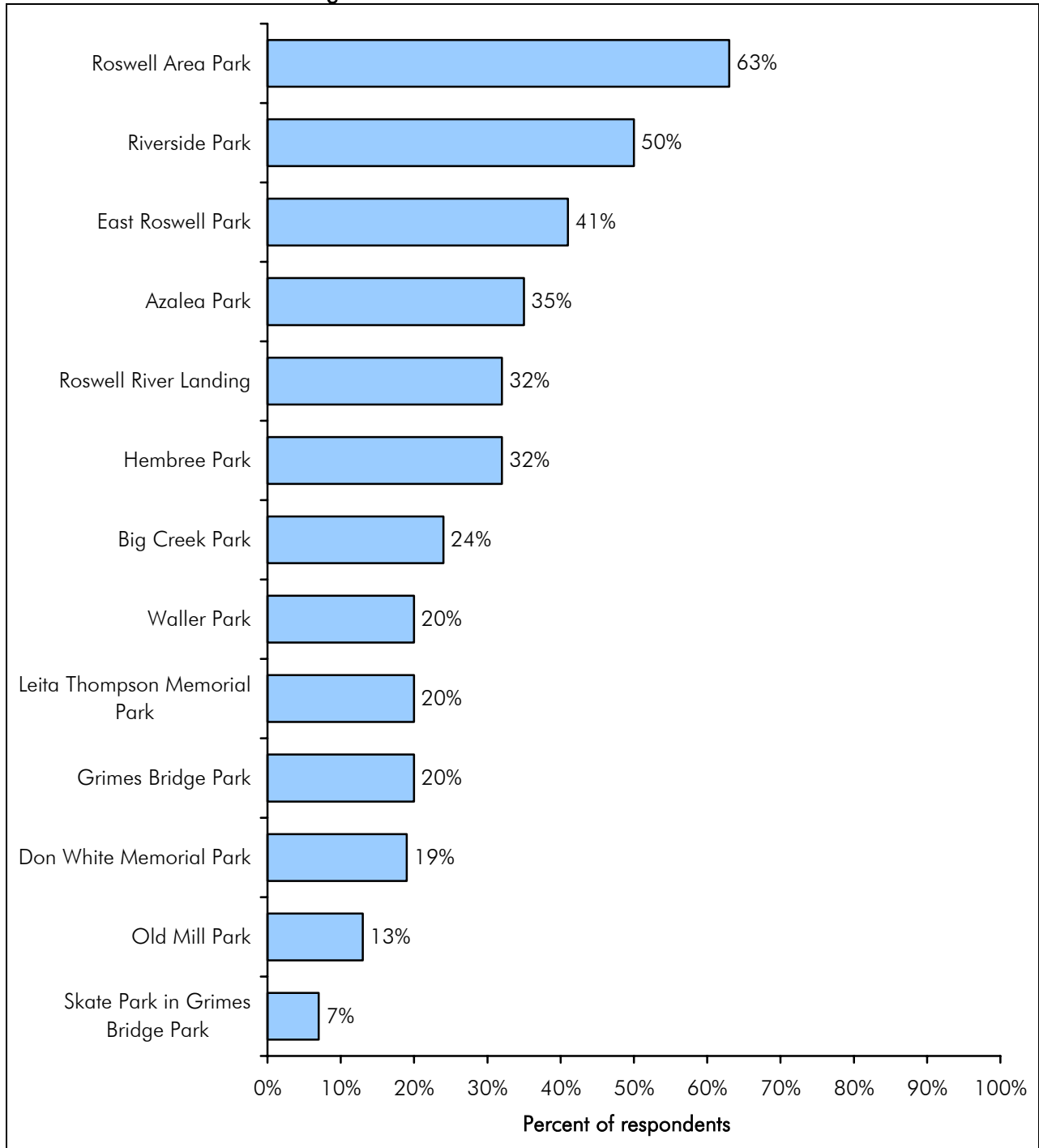
*Responses are from those reporting participation in a Recreation and Parks program in the last 12 months.

The questionnaire included a list of local parks to find out how frequently residents had used each in the previous 12 months. Approximately one-third or more reported they had used Roswell Area Park (63%), Riverside Park (50%), East Roswell Park (41%), Azalea Park (35%), Roswell River Landing (32%) and Hembree Park (32%) at least once in the past 12 months. The least used park was Skate Park in Grimes Bridge Park; just 7% of those completing the survey said they had used this park at least once in the last 12 months.

Table 4: Frequency of Parks Use

How often have you or anyone in your household used each of the following in the last 12 months?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Roswell Area Park	37%	18%	14%	16%	15%	100%
Riverside Park	50%	20%	21%	6%	3%	100%
East Roswell Park	59%	18%	12%	7%	3%	100%
Azalea Park	65%	15%	14%	4%	2%	100%
Hembree Park	68%	16%	11%	2%	2%	100%
Roswell River Landing	68%	16%	9%	5%	2%	100%
Big Creek Park	76%	12%	7%	3%	2%	100%
Grimes Bridge Park	80%	10%	6%	1%	2%	100%
Leita Thompson Memorial Park	80%	11%	4%	3%	3%	100%
Waller Park	80%	8%	8%	3%	1%	100%
Don White Memorial Park	81%	8%	6%	3%	2%	100%
Old Mill Park	87%	7%	5%	1%	1%	100%
Skate Park in Grimes Bridge Park	93%	4%	2%	0%	0%	100%

Figure 9: Park Use in the Last 12 Months



Public Trust

Around half of residents completing the survey had been in personal contact with a City of Roswell employee in the last 12 months. Overall impression of the employee in the most recent contact was generally assessed favorably. Forty-eight percent said it was “excellent” and 38% said it was good; only 14% indicated their overall impression was “fair” or “poor.”

Figure 10: Contact with a City of Roswell Employee

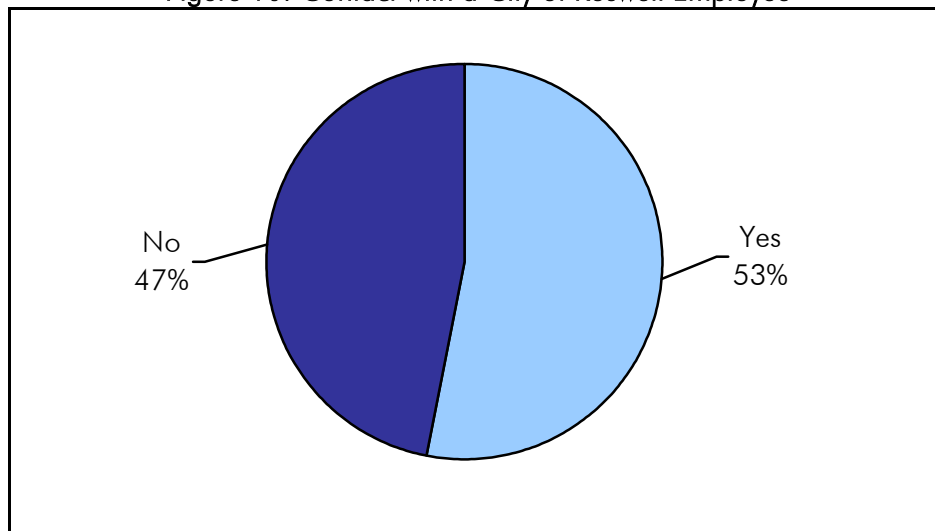
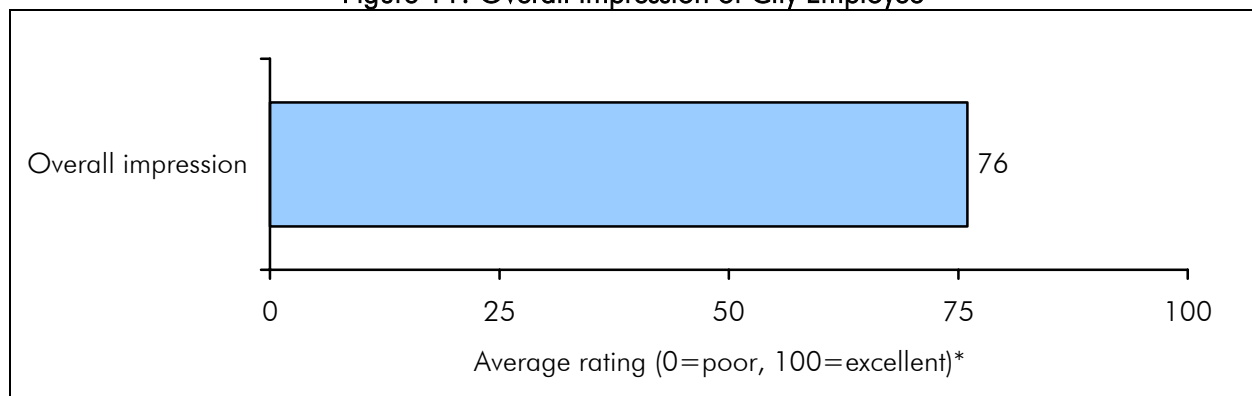


Table 5: Overall Impressions of City Employee

	Excellent	Good	Fair	Poor	Total
What was your overall impression of the City employee in your most recent contact?	48%	38%	8%	6%	100%

*Responses are from those reporting contact with a City of Roswell employee in the last 12 months.

Figure 11: Overall Impression of City Employee



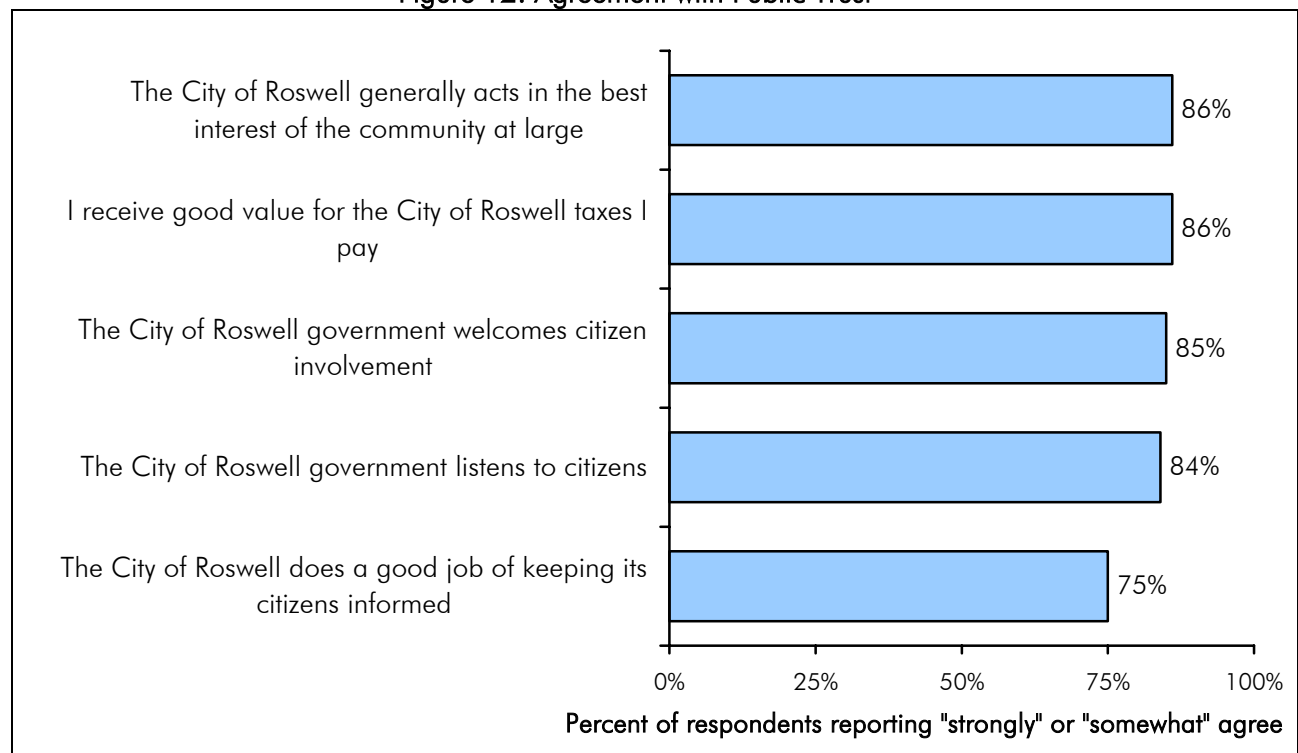
*Responses are from those reporting contact with a City of Roswell employee in the last 12 months.

The survey included a list of public trust items and asked respondents to indicate how strongly they agreed or disagreed with each. At least 1 in 5 “strongly” agreed with each statement and less than 5% “strongly” disagreed with any of them. “The City of Roswell generally acts in the best interest of the community at large” and “I receive good value for the City of Roswell taxes that I pay” received the highest level of agreement with 86% saying they “somewhat” or “strongly” agreed with each of these statement. Agreement was lowest in regards to the statement “The City of Roswell does a good job of keeping its citizens informed,” however, three-quarters still “somewhat” or “strongly” agreed with the statement.

Table 6: Public Trust

Please rate the following statements by circling the number that most clearly represents your opinion:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The City of Roswell generally acts in the best interest of the community at large	23%	63%	10%	4%	100%
I receive good value for the City of Roswell taxes I pay	29%	57%	11%	3%	100%
The City of Roswell government welcomes citizen involvement	26%	58%	15%	1%	100%
The City of Roswell government listens to citizens	20%	64%	14%	2%	100%
The City of Roswell does a good job of keeping its citizens informed	29%	46%	22%	3%	100%

Figure 12: Agreement with Public Trust



Overall performance in delivering services was reported as “excellent” by 20% of respondents, 66% said “good,” 10% said “fair” and only 4% said “poor.” When converted to the 100-point scale, the average rating for overall performance was 68, or about “good.”

Figure 13: Overall Performance of the City in Delivering Services to its Residents

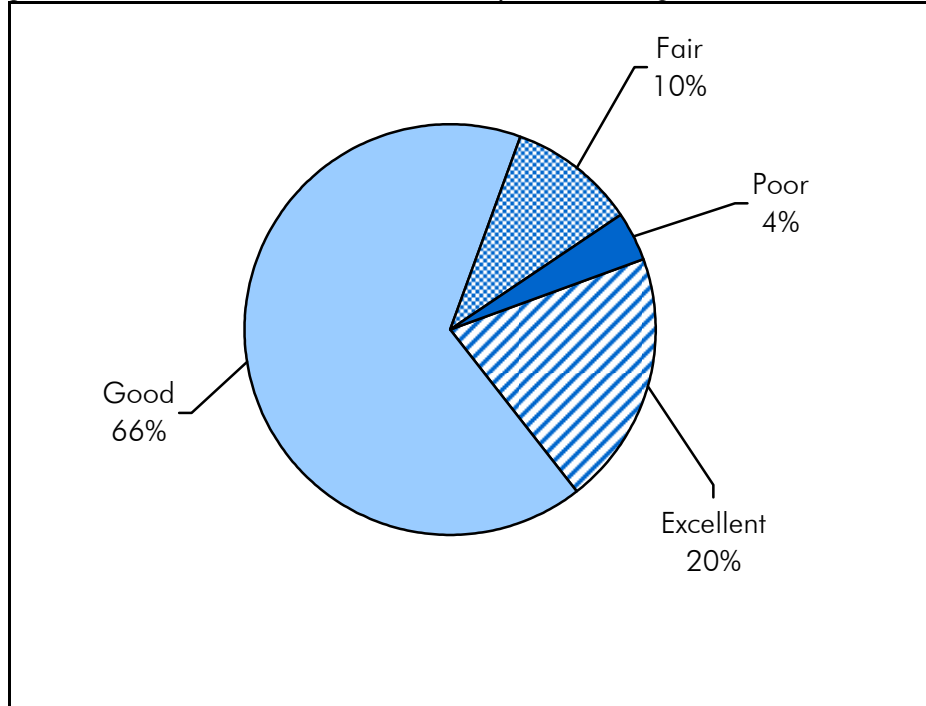
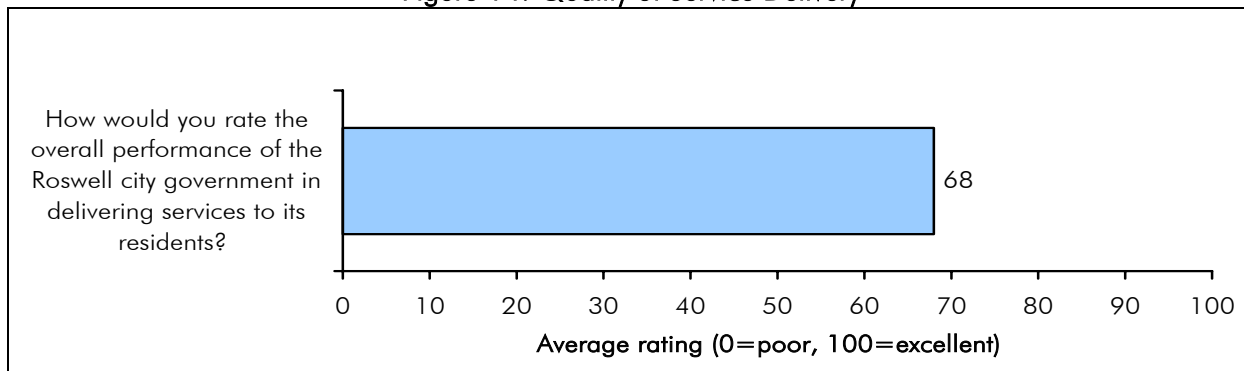


Figure 14: Quality of Service Delivery



Residents were given the opportunity to list what they felt were the top three issues facing the City of Roswell. While responses varied, 53% of respondents noted traffic or traffic lights and 36% cited development.

Table 7: Top Issues Facing Roswell

Please list top three issues that you see facing the City of Roswell:	Percent of respondents*
Traffic/traffic lights	53%
Development/growth/overdevelopment	36%
Illegal immigrants (Hispanic population)	21%
Crime	16%
Taxes	12%
Redevelopment	11%
Environmental issues (need more green space)	11%
Maintain city streets (cleaning, maintenance, improvements, additions)	11%
Schools/education	9%
Over crowding/over population	7%
Pedestrian friendliness (trails and sidewalks)	6%
Zoning/code enforcement	5%
Abandoned/empty buildings	5%
Water/sewage (location of tower, cost, etc.)	4%
Other	35%

*Responses may total more than 100% as respondents could select more than one response.

Additionally respondents were provided the chance to note the one thing they would change about Roswell City government. Seventeen percent of those responding to the survey said they wanted more communication or more citizen involvement, and 12% indicated they wanted a change in infrastructure or city official.

Table 8: Changes to Roswell City Government

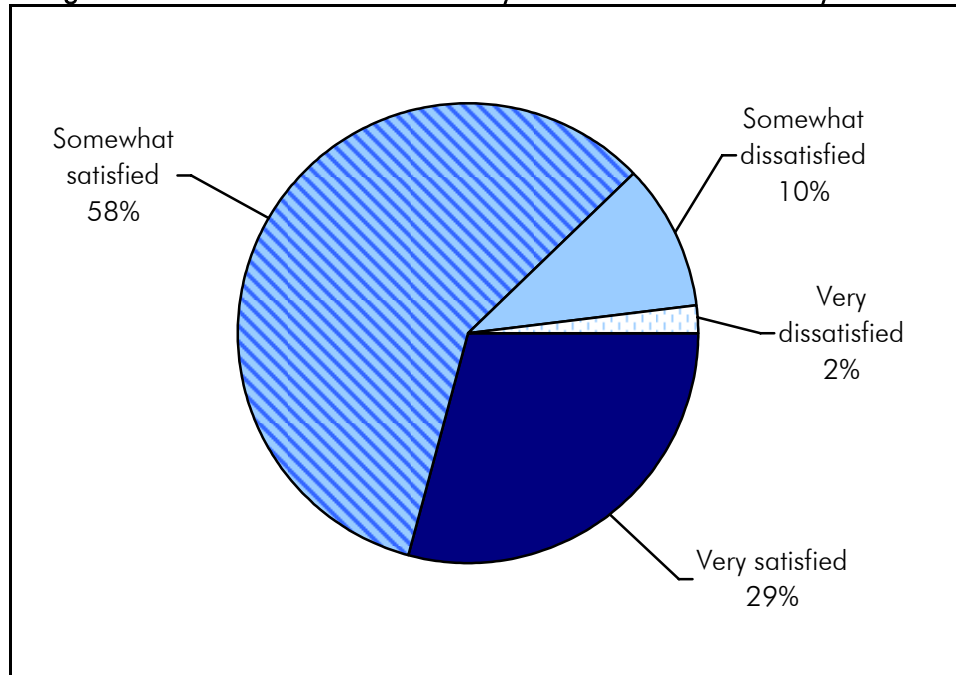
What one thing would you change about Roswell City Government?	Percent of respondents
Communication/increase citizen involvement, representation	17%
Change in infrastructure/city official	12%
City codes/permits enforced (zoning)	6%
More access/hours to city services and building	6%
Need to be more pedestrian/environmentally friendly (trails, sidewalks, trees)	5%
Taxes	5%
Nothing, happy or satisfied	5%
Slow down growth/building	4%
Other	40%
Total	100%

Communication with Citizens

A section of the survey was dedicated to communication with citizens, how they felt about information sources available to them, which sources they used and what kinds of information they would like to see provided in the future.

Nearly 9 in 10 survey participants reported they were “somewhat” or “very” satisfied with the availability of information about City services. Only 12% were dissatisfied (“somewhat” or “very”).

Figure 15: Satisfaction with Availability of Information About City Services

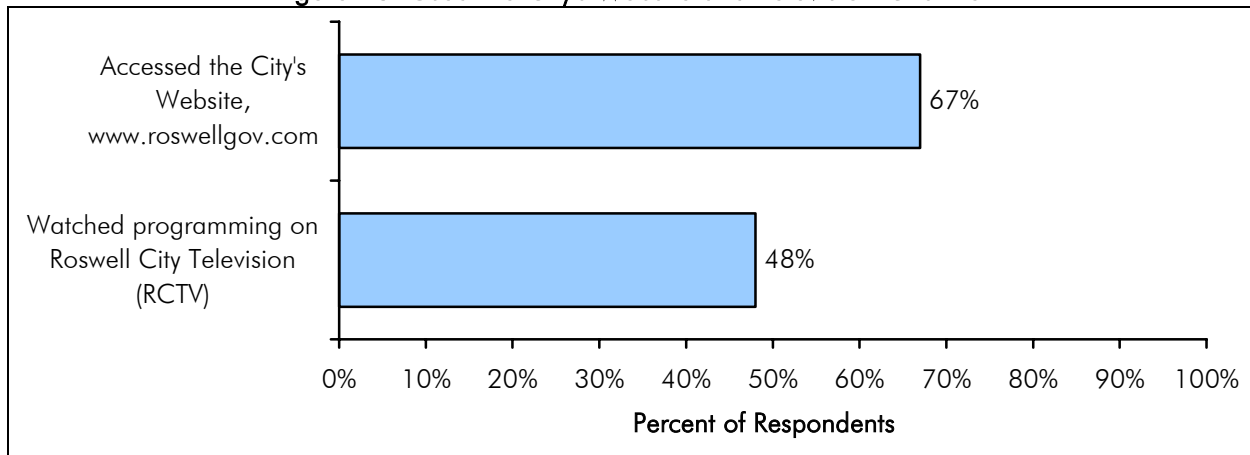


More than three-quarters of those completing the survey had accessed the City’s Web site in the last 12 months and 43% had accessed it three or more times. Fewer respondents reported watching programming on Roswell City Television (RCTV); 48% had watched it at least once in the previous 12 months.

Table 9: Use of Roswell 's City Web Site and Television Channel

How many times in the last 12 months have you...	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Accessed the City's Web site, www.Roswellgov.com	33%	23%	32%	10%	1%	100%
Watched programming on Roswell City Television (RCTV)	52%	22%	17%	5%	4%	100%

Figure 16: Used the City's Website and Television Channel



When asked what type of programming they would like to see on RCTV a strong majority wanted to see local news (81%). Roughly two in five wanted to see City services features (41%), educational programming (39%) and local sports (38%).

Table 10: Preferred Programming on RCTV

What type of programming would you like to see on RCTV?	Percent of respondents*
Local news	81%
City services features	41%
Educational programming (i.e., science and history)	39%
Local sports	38%
City council meetings	36%
Performing arts	35%
School board meetings	24%
County commission meetings	24%
City employee features	9%
Other	9%

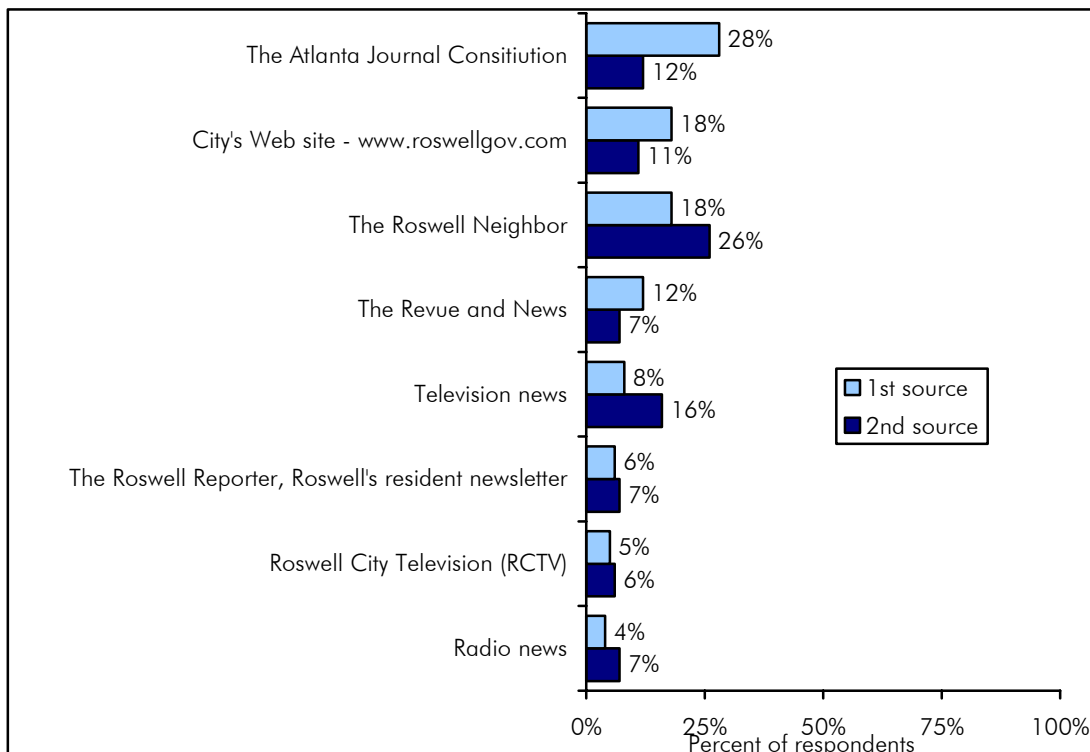
*Total may exceed 100% as respondents could select more than one option.

Survey participants were provided a list of information sources about the City to mark the top two main formal sources they use. The Atlanta Journal Constitution was cited as the top source by the most respondents (28%); the City’s Web site and the Roswell Neighbor were each cited as the top source by 18% of respondents. The Roswell Neighbor was used the most as a second information source (26%) and was the most mentioned source overall as top one or two source (45%).

Table 11: Sources of News About Roswell

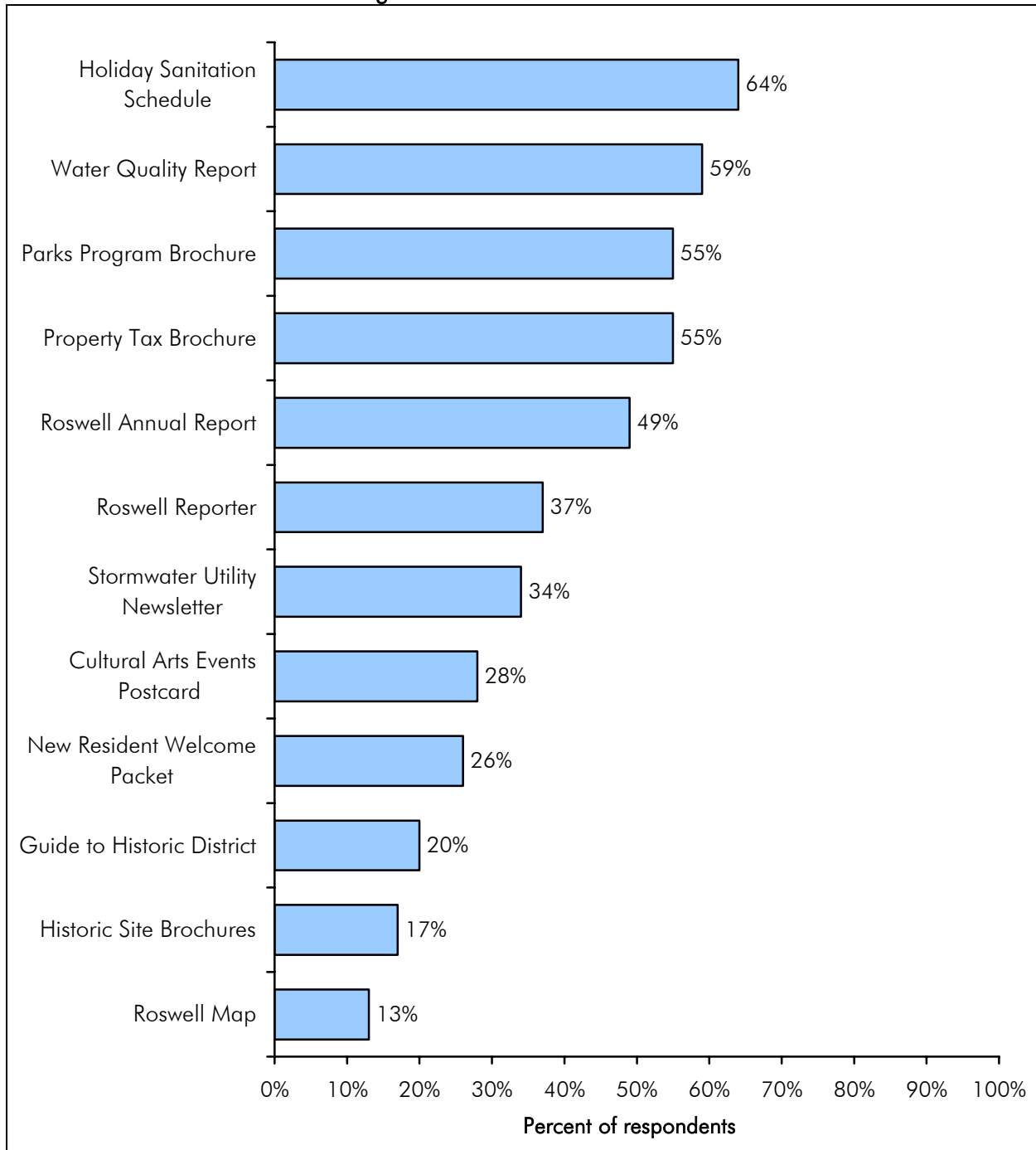
What are the two main formal sources, other than your family and friends, of information about the City of Roswell. Mark a “1” next to the source you most often rely on for news about the City and mark a “2” next to the source, you rely on second most often.	Percent of respondents		
	Top information source	Second information source	Percent of times mentioned as a top (1 or 2) source*
The Atlanta Journal Constitution	28%	12%	40%
City’s Web site – www.Roswellgov.com	18%	11%	29%
The Roswell Neighbor	18%	26%	45%
The Revue and News	12%	7%	19%
Television news	8%	16%	24%
The Roswell Reporter, Roswell’s resident newsletter	6%	7%	13%
Roswell City Television (RCTV)	5%	6%	11%
Radio news	4%	7%	11%

Figure 17: Preferences for Communication



Residents were asked if they had received a list of 12 City publications. The publications most reported as having been received were the Holiday Sanitation Schedule (by 64% of respondents), the Water Quality Report (59%), the Parks Program Brochure (55%) and the Property Tax Brochure (55%). Twenty percent or fewer reported receiving the Guide to Historic District (20%), the Historic Site Brochures (17%) and the Roswell Map (13%).

Figure 18: Received Publications



If a respondent reported receiving a publication they were then asked how helpful, if at all, they felt it was. While the Guide to Historic District and Historic Site Brochures were received by the fewest percent of respondents, they were rated the most helpful with 100% of those who received them feeling they were “somewhat” or “very” helpful.

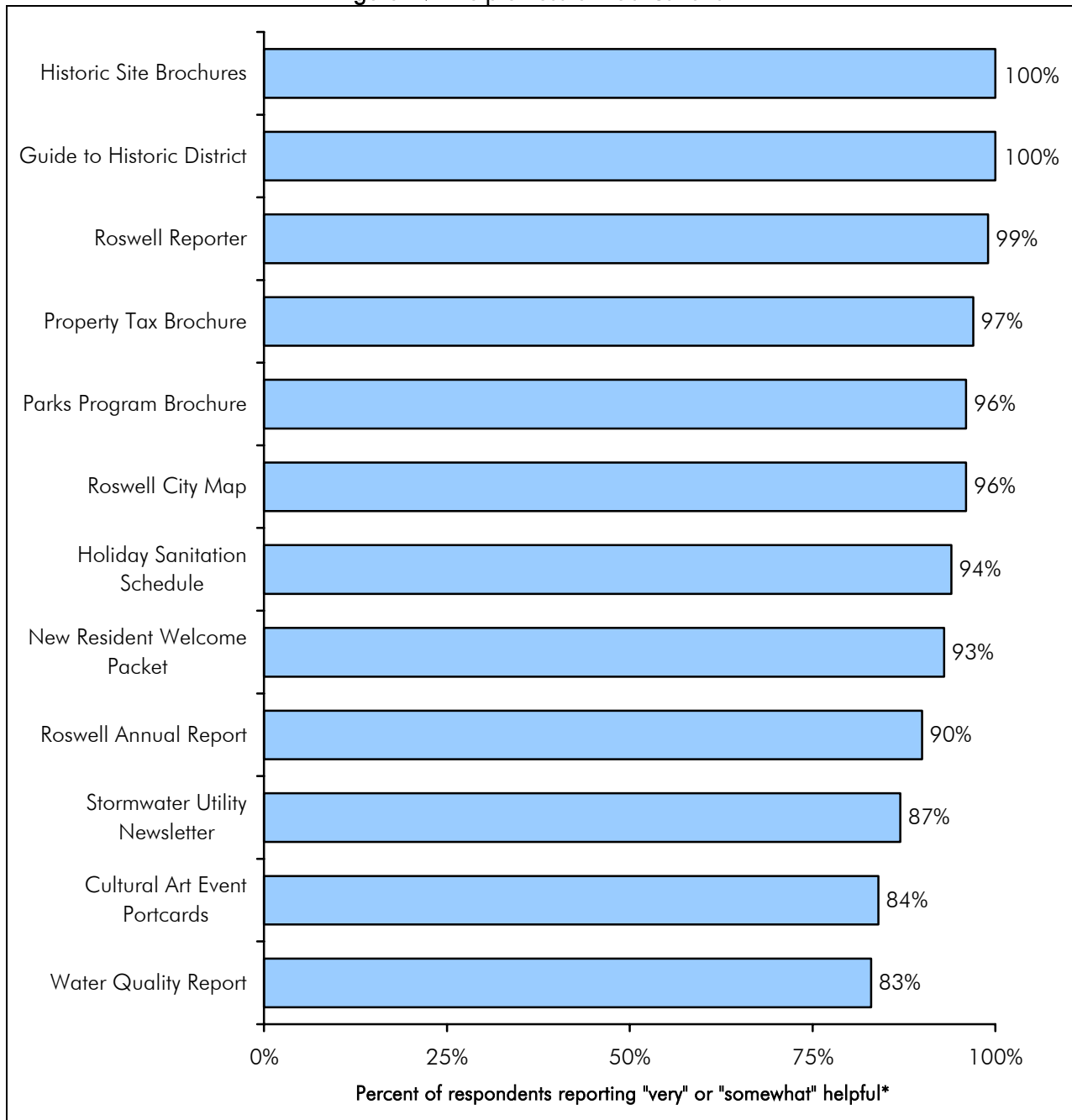
At least one-third of those that had received a publication had felt that publication was “very” helpful and at least 7 in 10 felt the Parks Program Brochure, the New Resident Welcome Packet and the Holiday Sanitation Schedule were “very” helpful.

Table 12: Helpfulness of Publications

Please rate how helpful, if at all, you found them?*	Very helpful	Somewhat helpful	Not at all helpful	Total
Guide to Historic District	67%	33%	0%	100%
Historic Site Brochures	54%	46%	0%	100%
Roswell Reporter	54%	45%	1%	100%
Property Tax Brochure	47%	49%	3%	100%
Roswell City Map	53%	43%	4%	100%
Parks Program Brochure	77%	18%	4%	100%
Holiday Sanitation Schedule	72%	22%	6%	100%
New Resident Welcome Packet	75%	18%	7%	100%
Roswell Annual Report	37%	54%	10%	100%
Stormwater Utility Newsletter	33%	53%	13%	100%
Cultural Art Event Postcards	56%	29%	16%	100%
Water Quality Report	31%	53%	17%	100%

*Responses are from those that reported receiving the publication.

Figure 19: Helpfulness of Publications



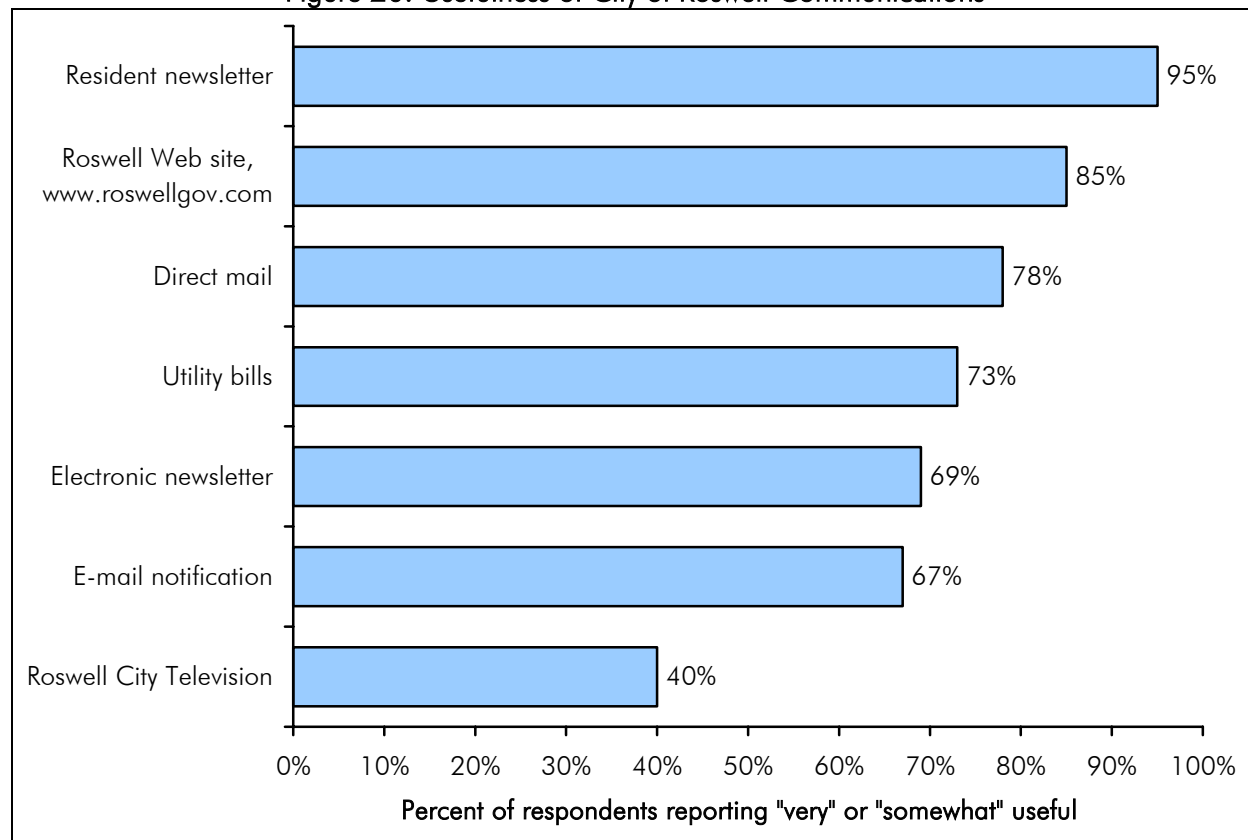
*Responses are from those that reported receiving the publication

A city’s communication with its citizens is very important and the method it uses can affect how useful this communication is. Residents completing the survey felt that the resident newsletter would be the most useful, and 95% said it would be a “somewhat” or “very” useful method. More than three-quarters also felt that the City’s Web site (85%) and direct mailings (78%) would be “somewhat” or “very” useful methods of communication. RCTV was considered to be the least useful method, with 60% rating it as “somewhat” or “very” not useful.

Table 13: Usefulness of City of Roswell Communications

Please rate how useful, if at all, each of the following would be as a method for the City of Roswell to communicate with you:	Very useful	Somewhat useful	Somewhat not useful	Very not useful	Total
Resident newsletter	56%	39%	3%	2%	100%
Roswell Web site, www.Roswellgov.com	48%	38%	7%	7%	100%
Direct mail	46%	33%	12%	10%	100%
Utility bills	33%	40%	12%	15%	100%
Electronic newsletter	40%	29%	12%	19%	100%
E-mail notification service	40%	28%	13%	20%	100%
Roswell City Television	16%	24%	27%	32%	100%

Figure 20: Usefulness of City of Roswell Communications



Residents were asked what topics they would like to see covered in City publications. City events and parks programs were the two most preferred topics by survey respondents (91% and 78%, respectively). Additionally, 53% of those surveyed wanted to see historic information.

Table 14: Preferred Topics for City Publications

What topics would you like to see covered in City publications?	Percent of respondents*
City events	91%
Parks programs	78%
Historic information	53%
Environmental brochures	39%
Special interest brochures	35%
Other	12%

*Responses may total more than 100% as respondents could select more than one response.

In Conclusion

Following are the summary highlights of the 2007 Roswell, Georgia Resident Survey. This represents a first step in the interpretation of the survey results.

The City is doing a good job of providing services to its community with four of the six services considered to be most important also considered high in quality. When the City asks itself, “what can we do to improve?” the opportunities are in traffic flow/signal timing and street maintenance.

Overall, residents reflected trust in the City and felt that the City was acting in the best interest (86% “strongly” or “somewhat” agreed). The residents of Roswell are very interested in learning more information from the City and this was one of main themes reported when survey participants were asked what one thing they would change about Roswell City government. They most want to see local news on RCTV, and they feel the most effective way to communicate with the community is through the City newsletter, the City’s Web site and direct mailings.

APPENDIX A: RESPONDENT DEMOGRAPHICS

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

Respondent Length of Residency

About how long have you lived in Roswell ?	Percent of respondents
Less than 1 year	5%
1 to 5 years	41%
6 to 10 years	21%
11 or more years	32%
Total	100%

Respondent Housing Unit Type

In which type of housing unit do you live?	Percent of respondents
Detached single family home	63%
Condominium or townhouse	14%
Apartment	23%
Mobile home	0%
Total	100%

Respondent Tenure

Do you own or rent your residence?	Percent of respondents
Own	67%
Rent	33%
Total	100%

Respondent Education

What is your level of education?	Percent of respondents
0 to 11 years	1%
High school graduate	7%
Some college, no degree	16%
Associate degree	5%
Bachelors degree	40%
Graduate or professional degree	30%
Total	100%

Respondent Race

What is your race?	Percent of respondents
White/European American/Caucasian	85%
Black or African American	6%
Asian or Pacific Islander	4%
American Indian, Eskimo or Aleut	1%
Other	6%

*Responses may total more than 100% as respondents could select more than one response.

Respondent Ethnicity

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	10%
No	90%
Total	100%

Respondent Age

Which category contains your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	31%
35 to 44 years	19%
45 to 54 years	27%
55 to 64 years	9%
65 to 74 years	6%
75+ years	6%
Total	100%

Respondent Gender

What is your gender?	Percent of respondents
Female	51%
Male	49%
Total	100%

APPENDIX B: COMPLETE SET OF RESPONSES TO SURVEY QUESTIONS

The following pages contain a complete set of responses to each question on the survey.

Question 1	
Please rate the overall quality in the City of Roswell.	Percent of respondents
Excellent	34%
Good	60%
Fair	6%
Poor	0%
Total	100%

Question 2	
How safe or unsafe do you feel in your neighborhood at night?	Percent of respondents
Very safe	52%
Somewhat safe	45%
Somewhat unsafe	2%
Very unsafe	1%
Total	100%

Question 3: Quality						
For each service please rate the quality of the service...	Excellent	Good	Fair	Poor	Don't know	Total
Economic development efforts	7%	42%	16%	2%	33%	100%
Environmental protection	10%	41%	19%	4%	26%	100%
Fire/EMS services	34%	43%	4%	0%	18%	100%
Police services	34%	44%	11%	2%	9%	100%
Recreation and parks	51%	37%	5%	0%	6%	100%
Redevelopment efforts	7%	35%	21%	9%	28%	100%
Sanitation services	29%	48%	11%	5%	6%	100%
Street maintenance	14%	51%	27%	7%	2%	100%
Traffic flow/signal timing	8%	28%	37%	24%	3%	100%
Ease of walking in the city	13%	26%	34%	18%	9%	100%
Ease of bicycling in the city	9%	15%	27%	22%	27%	100%

Question 3: Importance						
For each service please rate the importance of the service...	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Economic development efforts	22%	42%	22%	2%	12%	100%
Environmental protection	36%	48%	10%	0%	5%	100%
Fire/EMS services	78%	20%	1%	0%	1%	100%
Police services	78%	19%	2%	0%	0%	100%
Recreation and parks	34%	53%	13%	0%	0%	100%
Redevelopment efforts	24%	37%	34%	0%	4%	100%
Sanitation services	57%	33%	9%	0%	1%	100%
Street maintenance	38%	50%	12%	0%	0%	100%
Traffic flow/signal timing	47%	44%	10%	0%	0%	100%
Ease of walking in the city	22%	46%	30%	1%	1%	100%
Ease of bicycling in the city	14%	31%	34%	17%	5%	100%

Question 4	
Have you or your children participated in a Recreation and Parks program in the last 12 months?	Percent of respondents
No	59%
Yes	41%
Total	100%

Question 4a	
How would you rate the quality of our parks and recreational programs and activities?	Percent of respondents*
Excellent	52%
Good	46%
Fair	2%
Poor	0%
Total	100%

*Responses are only from those that answered "yes" to Question 4.

Question 5						
How often have you or anyone in your household used each of the following in the last 12 months?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Azalea Park	65%	15%	14%	4%	2%	100%
Big Creek Park	76%	12%	7%	3%	2%	100%
Don White Memorial Park	81%	8%	6%	3%	2%	100%
East Roswell Park	59%	18%	12%	7%	3%	100%
Roswell Area Park	37%	18%	14%	16%	15%	100%
Grimes Bridge Park	80%	10%	6%	1%	2%	100%
Skate Park in Grimes Bridge Park	93%	4%	2%	0%	0%	100%
Hembree Park	68%	16%	11%	2%	2%	100%
Leita Thompson Memorial Park	80%	11%	4%	3%	3%	100%
Old Mill Park	87%	7%	5%	1%	1%	100%
Riverside Park	50%	20%	21%	6%	3%	100%
Roswell River Landing	68%	16%	9%	5%	2%	100%
Waller Park	80%	8%	8%	3%	1%	100%

Question 6	
Have you had a personal contact with a City of Roswell employee within the last 12 months?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question 6a	
What was your overall impression of the City employee in your most recent contact?	Percent of respondents*
Excellent	48%
Good	38%
Fair	8%
Poor	6%
Total	100%

*Responses are only from those that answered "yes" to Question 6

Question 7						
Please rate the following statements by circling the number that most clearly represents your opinion:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Roswell taxes I pay	25%	50%	10%	3%	13%	100%
The City of Roswell government welcomes citizen involvement	19%	42%	11%	0%	27%	100%
The City of Roswell government listens to citizens	13%	43%	10%	1%	33%	100%
The City of Roswell does a good job of keeping its citizens informed	26%	42%	20%	3%	10%	100%
The City of Roswell generally acts in the best interest of the community at large	20%	55%	9%	3%	13%	100%

Question 8	
How would you rate the overall performance of the Roswell city government in delivering services to its residents?	Percent of respondents
Excellent	19%
Good	61%
Fair	9%
Poor	3%
Don't know	7%
Total	100%

Question 9	
How satisfied are you with the availability of information about City services?	Percent of respondents
Very satisfied	26%
Somewhat satisfied	51%
Somewhat dissatisfied	9%
Very dissatisfied	2%
Don't know	12%
Total	100%

Question 10						
How many times in the last 12 months have you.	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Accessed the City's Web site, www.Roswellgov.com	33%	23%	32%	10%	1%	100%
Watched programming on Roswell City Television (RCTV)	52%	22%	17%	5%	4%	100%

Question 11		
What are your two main formal sources, other than your family and friends, of information about the City of Roswell. Mark a 1 next to the source you most often rely on for news about the City and mark a 2 next to the source you rely on second most often.	Top information source	Second information source
The Atlanta Journal Constitution	28%	12%
City's Web site - www.Roswellgov.com	18%	11%
The Roswell Neighbor	18%	26%
The Revue and News	12%	7%
Television news	8%	16%
The Roswell Reporter, Roswell 's resident newsletter	6%	7%
Roswell City Television (RCTV)	5%	6%
Radio news	4%	7%

Question 11	
What are your two main formal sources, other than your family and friends, of information about the City of Roswell. Mark a 1 next to the source you most often rely on for news about the City and mark a 2 next to the source you rely on second most often.	Percent of times mentioned as a top (1 or 2) source*
The Atlanta Journal Constitution	40%
Roswell City Television (RCTV)	11%
City's Web site - www.Roswellgov.com	29%
The Revue and News	19%
Radio news	11%
The Roswell Reporter, Roswell 's resident newsletter	13%
The Roswell Neighbor	45%
Television news	24%

*Percents add to more than 100, as respondents could name up to two sources.

Question 12: Received				
Please indicate if you have received any of the following publications in the last 12 months	Yes	No	Don't know	Total
Holiday Sanitation Schedule	58%	32%	10%	100%
Water Quality Report	50%	35%	16%	100%
Stormwater Utility Newsletter	24%	47%	29%	100%
Roswell Reporter	27%	46%	27%	100%
Roswell Annual Report	39%	40%	21%	100%
Property Tax Brochure	45%	37%	18%	100%
New Resident Welcome Packet	22%	64%	14%	100%
Roswell City Map	11%	74%	15%	100%
Guide to Historic District	17%	69%	14%	100%
Historic Site Brochures	14%	70%	16%	100%
Parks Program Brochure	50%	40%	9%	100%
Cultural Art Event Postcards	22%	58%	19%	100%

Question 12: Helpfulness				
Please rate how helpful, if at all, you found them?	Very helpful	Somewhat helpful	Not at all helpful	Total
Holiday Sanitation Schedule	72%	22%	6%	100%
Water Quality Report	31%	53%	17%	100%
Stormwater Utility Newsletter	33%	53%	13%	100%
Roswell Reporter	54%	45%	1%	100%
Roswell Annual Report	37%	54%	10%	100%
Property Tax Brochure	47%	49%	3%	100%
New Resident Welcome Packet	75%	18%	7%	100%
Roswell City Map	53%	43%	4%	100%
Guide to Historic District	67%	33%	0%	100%
Historic Site Brochures	54%	46%	0%	100%
Parks Program Brochure	77%	18%	4%	100%
Cultural Art Event Postcards	56%	29%	16%	100%

*Responses are from those that reported receiving the publication

Question 13	
What topics would you like to see covered in City publications?	Percent of respondents*
City events	91%
Environmental brochures	39%
Parks programs	78%
Historic information	53%
Special interest brochures	35%
Other	12%

*Responses may total more than 100% as respondents could select more than one response.

Question 14

Please rate how useful, if at all, each of the following would be as a method for the City of Roswell to communicate with you:						Total
	Very useful	Somewhat useful	Somewhat not useful	Very not useful	Don't know	
Resident newsletter	53%	36%	3%	2%	6%	100%
Roswell Web site, www.Roswellgov.com	44%	35%	7%	7%	7%	100%
Direct mail	42%	30%	11%	9%	8%	100%
Utility bills	29%	36%	11%	13%	10%	100%
Roswell City Television	15%	22%	25%	29%	9%	100%
E-mail notification service	36%	25%	12%	18%	10%	100%
Electronic newsletter	36%	26%	10%	17%	12%	100%

Question 15

What type of programming would you like to see on RCTV?	Percent of respondents
Local news	81%
Local sports	38%
Performing arts	35%
Educational programming (i.e., science and history)	39%
City council meetings	36%
City employee features	9%
City services features	41%
School board meetings	24%
County commission meetings	24%
Other	9%

*Responses may total more than 100% as respondents could select more than one response.

Question 16	
Please list top three issues that you see facing the City of Roswell :	Percent of respondents*
Crime	16%
Development	36%
Taxes	12%
Illegal immigrants (Hispanic population)	21%
Traffic/lights	53%
Redevelopment	11%
Environmental issues (need more green space)	11%
Over crowding / over population	7%
Zoning/code Enforcement	5%
Water /sewage (location of tower, cost etc.)	4%
Maintain city streets (cleaning, maintenance, beautification, improvements, additions)	11%
Abandoned/empty buildings	5%
Need to be more pedestrian friendly (trails & sidewalks)	6%
Schools / education	9%
Other	35%

*Responses may total more than 100% as respondents could select more than one response.

Question 17	
What one thing would you change about Roswell City Government?	Percent of respondents
Need to be more pedestrian/environmentally friendly (trails, sidewalks, trees)	5%
Communication/increase citizen involvement, representation	17%
City codes/permits enforced (zoning)	6%
Taxes	5%
More access/hours to city services and building	6%
Slow down growth/building	4%
Change in infrastructure/ city official	12%
Nothing, happy or satisfied	5%
Other	40%
Total	100%

Question 18	
About how long have you lived in Roswell?	Percent of respondents
Less than 1 year	5%
1 to 5 years	41%
6 to 10 years	21%
11 or more years	32%
Total	100%

Question 19

In which type of housing unit do you live?	Percent of respondents
Detached single family home	63%
Condominium or townhouse	14%
Apartment	23%
Mobile home	0%
Total	100%

Question 20

Do you own or rent your residence?	Percent of respondents
Own	67%
Rent	33%
Total	100%

Question 21

What is your level of education?	Percent of respondents
0 to 11 years	1%
High school graduate	7%
Some college, no degree	16%
Associate degree	5%
Bachelors degree	40%
Graduate or professional degree	30%
Total	100%

Question 22

What is your race?	Percent of respondents
White/European American/Caucasian	85%
Black or African American	6%
Asian or Pacific Islander	4%
American Indian, Eskimo or Aleut	1%
Other	6%

*Responses may total more than 100% as respondents could select more than one response.

Question 23

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	10%
No	90%
Total	100%

Question 24	
Which category contains your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	31%
35 to 44 years	19%
45 to 54 years	27%
55 to 64 years	9%
65 to 74 years	6%
75+ years	6%
Total	100%

Question 25	
What is your gender?	Percent of respondents
Female	51%
Male	49%
Total	100%

APPENDIX C: SURVEY METHODOLOGY

Sample Selection

Approximately 1,400 households within the city limits of Roswell, Georgia were selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. Carrier routes are mail carrier delivery zones defined by the USPS.) Attached housing units were over-sampled to compensate for detached housing unit residents' tendency to return surveys at a higher rate. An individual within each household was randomly selected to complete the survey 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.)

Survey Administration and Response Rate

Households received three mailings each beginning in late December. Completed surveys were collected over the following eight weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2007 Resident Survey, a questionnaire and self-mailing envelope.

About 4% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,351 eligible households, 456 completed the survey, providing a response rate of 34%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (456 completed interviews) and plus or minus three points around any average rating on the 100-point scale.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates and other population norms for the City of Roswell, Georgia and were statistically adjusted to reflect the larger population when necessary. The results of the weighting scheme are presented in the following table. The shaded variables were the ones by which survey results were weighted.

Roswell, Georgia Citizen Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm ¹	Unweighted Data	Weighted Data
Sex and Age			
18-34 years of age	33%	8%	33%
35-54 years of age	46%	47%	45%
55+ years of age	21%	45%	21%
Female	50%	56%	51%
Male	50%	44%	49%
Females 18-34	16%	4%	16%
Females 35-54	24%	31%	24%
Females 55+	11%	21%	11%
Males 18-34	18%	4%	18%
Males 35-54	22%	16%	22%
Males 55+	10%	24%	10%
Race and Ethnicity			
Hispanic	11%	4%	10%
Not Hispanic	89%	96%	90%
White	83%	89%	83%
Non-white	17%	11%	17%
Housing			
Own home	67%	93%	67%
Rent home	33%	7%	33%
Detached unit	61%	81%	63%
Attached unit	39%	19%	37%

Data Analysis

Completed questionnaires were checked for accuracy by National Research Center, Inc (NRC) staff. The data were then entered, and the results analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix B: Complete Set of Responses to Survey Questions.

¹ Source: 2000 Census

APPENDIX D: SURVEY INSTRUMENT

The following pages contain the survey instrument.

2007 City of Roswell, Georgia Resident 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. Your responses are anonymous and will be reported in group form only. Thank you.

Quality of Life

1. Please rate the overall quality in the City of Roswell.

 Excellent Good Fair Poor

2. How safe or unsafe do you feel in your neighborhood at night?

 Very safe Somewhat safe Somewhat unsafe Very unsafe

Quality of Service

3. The following are services provided by the City of Roswell. For each service, please first rate the *quality* of the service and next rate the *importance* of each service.

	<u>Quality</u>					<u>Importance</u>				
	Excellent	Good	Fair	Poor	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Economic Development Efforts	1	2	3	4	5	1	2	3	4	5
Environmental Protection	1	2	3	4	5	1	2	3	4	5
Fire/EMS Services	1	2	3	4	5	1	2	3	4	5
Police Services	1	2	3	4	5	1	2	3	4	5
Recreation and Parks	1	2	3	4	5	1	2	3	4	5
Redevelopment Efforts	1	2	3	4	5	1	2	3	4	5
Sanitation Services	1	2	3	4	5	1	2	3	4	5
Street Maintenance	1	2	3	4	5	1	2	3	4	5
Traffic Flow/Signal Timing	1	2	3	4	5	1	2	3	4	5
Ease of walking in the city	1	2	3	4	5	1	2	3	4	5
Ease of bicycling in the city	1	2	3	4	5	1	2	3	4	5

Parks and Recreation

4. Have you or your children participated in a Recreation and Parks program in the last 12 months?

 No

 Yes → How would you rate the quality of our parks and recreational programs and activities?

 Excellent Good Fair Poor

5. How often have you or anyone in your household used each of the following in the last 12 months?

	Never	Once or twice	3-12 times	13-26 times	More than 26 times
Azalea Park	1	2	3	4	5
Big Creek Park	1	2	3	4	5
Don White Memorial Park	1	2	3	4	5
East Roswell Park	1	2	3	4	5
Roswell Area Park	1	2	3	4	5
Grimes Bridge Park	1	2	3	4	5
Skate Park in Grimes Bridge Park	1	2	3	4	5
Hembree Park	1	2	3	4	5
Leita Thompson Memorial Park	1	2	3	4	5
Old Mill Park	1	2	3	4	5
Riverside Park	1	2	3	4	5
Roswell River Landing	1	2	3	4	5
Waller Park	1	2	3	4	5

Public Trust

6. Have you had a personal contact with a City of Roswell employee within the last 12 months?

 No

 Yes → What was your overall impression of the City employee in your most recent contact?

 Excellent Good Fair Poor

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Roswell taxes I pay	1	2	3	4	5
The City of Roswell government welcomes citizen involvement ...	1	2	3	4	5
The City of Roswell government listens to citizens	1	2	3	4	5
The City of Roswell does a good job of keeping its citizens informed.....	1	2	3	4	5
The City of Roswell generally acts in the best interest of the community at large.....	1	2	3	4	5

8. How would you rate the overall performance of the Roswell city government in delivering services to its residents?

- Excellent Good Fair Poor Don't know

Communication with Citizens

9. How satisfied are you with the availability of information about City services?

- Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied Don't know

10. How many times in the last 12 months have you...

	Never	Once or twice	3-12 times	13-26 times	More than 26 times
Accessed the City's Web site, www.roswellgov.com.....	1	2	3	4	5
Watched programming on Roswell City Television (RCTV)	1	2	3	4	5

11. What are your two main formal sources, other than your family and friends, of information about the City of Roswell. Mark a 1 next to the source you most often rely on for news about the City and mark a 2 next to the source you rely on second most often. (Please mark only one "1" and one "2".)

- The Atlanta Journal Constitution The Revue and News The Roswell Neighbor
 Roswell City Television (RCTV) Radio news Television news
 City's Web site – www.roswellgov.com The Roswell Reporter, Roswell's resident newsletter

12. Please indicate if you have received any of the following publications in the last 12 months, and if you did, please rate how helpful, if at all, you found them?

	<i>Received</i>			<i>Helpfulness (if received publication)</i>		
	Yes	No	Don't know	Very helpful	Somewhat helpful	Not at all helpful
Holiday Sanitation Schedule.....	1	2	3	1	2	3
Water Quality Report.....	1	2	3	1	2	3
Stormwater Utility Newsletter.....	1	2	3	1	2	3
Roswell Reporter.....	1	2	3	1	2	3
Roswell Annual Report.....	1	2	3	1	2	3
Property Tax Brochure.....	1	2	3	1	2	3
New Resident Welcome Packet	1	2	3	1	2	3
Roswell City Map.....	1	2	3	1	2	3
Guide to Historic District.....	1	2	3	1	2	3
Historic Site Brochures.....	1	2	3	1	2	3
Parks Program Brochure.....	1	2	3	1	2	3
Cultural Art Event Postcards.....	1	2	3	1	2	3

13. What topics would you like to see covered in City publications? (Please check all that apply.)

- City events Environmental brochures Parks programs Historic information
 Special interest brochures Other _____

14. Please rate how useful, if at all, each of the following would be as a method for the City of Roswell to communicate with you:

	Very useful	Somewhat useful	Somewhat not useful	Very not useful	Don't know
Resident newsletter	1	2	3	4	5
Roswell Web site, www.roswellgov.com	1	2	3	4	5
Direct mail	1	2	3	4	5
Utility bills.....	1	2	3	4	5
Roswell City Television	1	2	3	4	5
E-mail notification service	1	2	3	4	5
Electronic newsletter.....	1	2	3	4	5

15. What type of programming would you like to see on RCTV? (Please check all that apply.)

- Local news
 Local sports
 Performing arts
 Educational programming (i.e., science and history)
 City council meetings
 City employee features
 City services features
 School board meetings
 County commission meetings
 Other _____

Policy Topics

16. Please list the top three issues that you see facing the City of Roswell:

1. _____
2. _____
3. _____

17. What one thing would you change about Roswell City Government?

Demographics

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.

18. About how long have you lived in Roswell?

- Less than 1 year
 1 to 5 years
 6 to 10 years
 11 or more years

19. In which type of housing unit do you live?

- Detached single family home
 Condominium or townhouse
 Apartment
 Mobile home

20. Do you own or rent your residence?

- Own
 Rent

21. What is your level of education?

- 0-11 years
 High school graduate
 Some college, no degree
 Associate degree
 Bachelors degree
 Graduate or professional degree

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

- White/European American/Caucasian
 Black or African American
 Asian or Pacific Islander
 American Indian, Eskimo or Aleut
 Other _____

23. Are you Hispanic/Spanish/Latino?

- Yes
 No

24. Which category contains your age?

- 18-24
 25-34
 35-44
 45-54
 55-64
 65-74
 75 +

25. What is your gender?

- Female
 Male

Thank you very much! Please return the completed questionnaire to National Research Center, Inc.;
3005 30th St., Boulder, CO 80301 in the postage-paid envelope provided.