

APPENDIX A

"LOOK INTO THE FUTURE" SURVEY, SURVEY FORM, and METHODS

Survey Intent

The survey intent guided the contents of the form. We sought to better understand the issues facing the neighborhood as well residents' feelings about the neighborhood. While some demographic information was gathered by the survey, the thrust of the survey was to gather community opinion. The survey was intended to:

- Determine the most important issues facing Queen Village.
- What residents like and dislike about living in Queen Village.
- How residents envision the future of Queen Village.
- What role QVNA should play in facilitating that future.
- Who would like to help guide and make that future happen.

Survey Content

A brief description of the survey form, which follows in this Appendix, is as follows:

After brief identification and demographic data, the survey asked the following questions to gather "Community Comments":

- What attracted you to move to Queen Village?
- What do you like most about living/doing business in Queen Village?
- What do you dislike about living/doing business in Queen Village?
- What should QV look like in 5-10 years?
- What would you do to improve Queen Village?
- What would you personally do to improve your block?
- What role should QVNA take in improving Queen Village?
- What additional services could QVNA provide in the future?

The answers to these questions have been compiled as "Community Comments" summarized in the report body. Appendix D contains every individual response to each of the questions.

The survey also asked respondents to rate 16 "Community Issues" (plus any they would like to add) on a scale of "0" (Excellent, not a problem) to "5" (Very Bad, a major problem):

- | | | |
|------------|-------------------------|--------------------------|
| ▪ Crime | ▪ Schools | ▪ Rising Property Values |
| ▪ Noise | ▪ City Services | ▪ Unregulated Building |
| ▪ Litter | ▪ Parks/Playgrounds | ▪ Dangerous Buildings |
| ▪ Graffiti | ▪ Children's Activities | ▪ South St Bars/Patrons |
| ▪ Traffic | ▪ Historic Preservation | ▪ Trees/Green Spaces |
| ▪ Parking | | |

The issue ratings were analyzed and are discussed in the report section "Community Issues." Appendix C contains details of the issue data. Respondents raised a few other issues. The issue questions also encouraged comments; these are compiled as part of Appendix D, "Community Comments."

How We Surveyed

The June 2004 *Queen Village Crier* carried the survey form into 2200 households in Queen Village. It was announced in that issue and placed on the QVNA website. In September a preliminary report of survey results was made at the QVNA member meeting, at which members recommended more effort to be more inclusive, specifically to hand out surveys at the General Election on November 2nd. This was done at the four major polling places that encompass about 90% of the voting area in Queen Village (parts of the perimeter are

covered by other precincts). Between June and mid-November when the survey was closed, additional **Crier** articles and personal urging produced additional completed surveys.

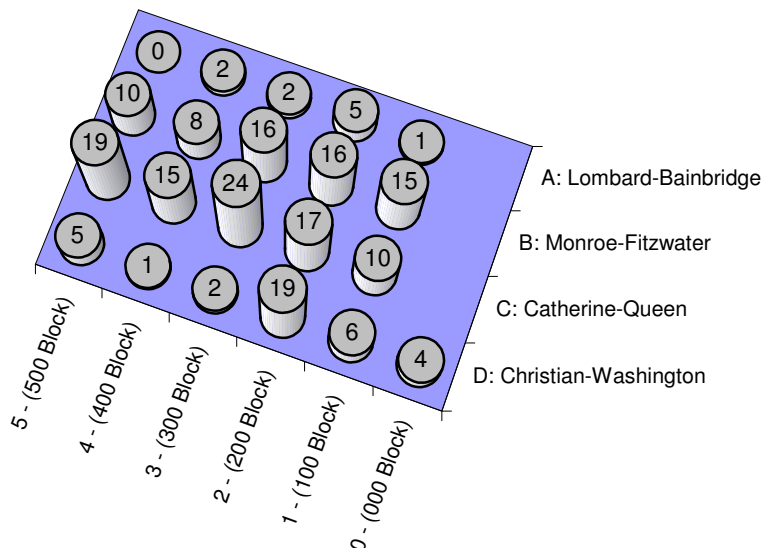
Survey Response

203 surveys were completed. (All but about 6 represented separate households; the exact number is not possible to ascertain from the data due to identical apartment addresses and the use of "block" addresses.) This response represents nearly 10% of the households in Queen Village, a very good response rate. Some statistics about the survey response are:

- Approximately 50% of the surveys were completed on-line, on the QVNA Web site
- 80% of the respondents are homeowners; 17% are renters; 3% no answer; one is a business
- Length of residency:
 - ♦ 0-1 Years: 20.3%
 - ♦ 2-5 Years: 34.4%
 - ♦ 6-15 Years: 28.6%
 - ♦ 16 or more Years: 16.7%
- ♦ Average length of residency for owners: 8.8 years
- ♦ Average length of residency for renters: 3.2 years
- Involvement in the neighborhood
 - ♦ 21% (43 respondents) have done something previously for QVNA or their block
 - ♦ 48% (97 respondents) volunteered to help with future projects and activities
 - ♦ 78% (159 respondents) provided name and contact information for future communications

The distribution of responses shows a low response rate along the north edge (Lombard - Bainbridge Sts) and the south edge (Christian - Washington Sts) with the exception of a good response rate in the SE corner (south of Wawa). Partly, the low rates reflect that these areas are the most difficult to contact with the methods we used. The figure below shows the distribution of responses throughout the 21 residential sectors of Queen Village.

Survey Responses by Neighborhood Sector



How We Processed the Information

Community Issues - The data (identification, demographic and issue ratings) were put into two Excel spread sheets:

- "Contact Information" to be used by QVNA for contacting respondents who volunteered to help
- "Survey Data Base" showing every issue rating for every respondent (included in Appendix C)

The issue data was analyzed a number of ways to better understand the data. Many of the results are shown graphically in the report section "Community Issues". The rest are contained in Appendix C, also called Community Issues.

Data analysis included looking at:

- Issue ratings by Owners vs. Renters
- Length of residency as affecting issue ratings
- The effect of neighborhood location on issue ratings
- The distribution of issue ratings looking at the number respondents for each rating of an issue

Community Comments - These were transcribed from hand-written surveys to a computer file survey form. Every comment (with a survey ID number) was then transferred from the computer file or the emailed survey to a master list for each question. Spelling and formatting were adjusted, but as much as possible, the verbatim comment was kept except that "[Name]" was substituted for personal names. In some instances the location was added by providing a block address, e.g., "[400 block Catharine]". All the responses were compiled in master list of Community Comments, Appendix D.

We then reviewed the "community comments" under each question to derive a sense of what the community was saying. Eventually, we decided to develop "themes" that summarize groups of comments about a similar topic. These themes are presented in the "Community Comments" section of the report as well as in Appendix D.

Limitations of the Survey

Perhaps the two biggest limitations have to do with who responded. By its very nature, the survey is "self-selecting". It seems obvious that only those who have a "community interest" would bother to return it. Perhaps those who are disgruntled simply passed, although we tried to encourage the use of the survey as a means to register complaints (as not a few did). Then, our distribution could have been more thorough, particularly regarding the South Street area, the Courtyard at Riverview complex and to businesses. Perhaps these should have been targeted, but volunteer effort had its limits.

Nonetheless, we think we did get a good representation of the residential core of Queen Village. Additional targeting could broaden that input.

Also, in retrospect there were some shortcomings to the survey. We soon realized that we had not asked about children living in the household nor about auto ownership and parking. So, we changed the survey after getting 54 responses. Not the best thing to do midway, but at least we got some information. Even then, those questions were somewhat ambiguous and produced ambiguous results.

Occasionally, illegibility of hand written responses or intelligibility of an answer was a problem. With the first we did the best we could, sometimes simply transcribing "[word?]", The other problem was easy; we just transcribed and let it stand. Perhaps someone else will understand.

There was a lot to process. *We think* we have put all the comments in the right place and that all the ratings have been entered and processed correctly....at least we hope so. And, we hope that the themes we developed reflect the sense of the individual and collective comments. Whatever bias that might exist is unintentional.

Finally, perhaps it needs to be said here that the survey was not a "professional" survey. It and the report is a product of the QVNA and volunteers who have done all that you see. The down side of this is perhaps a less than perfect product with unknown biases. The up side is that the volunteers care about Queen Village and are dedicated to the idea of serving all Queen Village residents. A rough guess is that you are holding the product of over 500 hours effort by the Strategic Planning Committee and volunteers who distributed surveys and transcribed the results.

Survey Form

The final version of the "hard copy" survey form is on the following two pages. Space has been decreased in the comment blocks to allow the form to fit on two pages in this report.

"LOOK INTO THE FUTURE" OF QUEEN VILLAGE

Community Planning Survey

The board of directors of the Queen Village Neighbors Association is undertaking a community-wide planning process for our neighborhood. Input from residents is a crucial part of the process. We hope you'll take a few minutes to complete this survey.

You may fill out this form and mail to or drop at the Queen Village office at 736 South 3rd Street, Phila. 19147 or (preferably) **go on line to qvna.org and complete the survey on line.** Online submittal is much easier for us to process your survey information. **Deadline: November 6, 2004**

1. Name (optional) _____

2. Address OR Block (e.g. 400 block of Catharine) _____

3. Email (optional)	Do want to receive email updates?	Phone (optional)

4a. Rent/Own? Home/condo/apartment?

4b. Number of cars owned by household: _____ No. of off-street parking spaces: _____

4c. If children live with you, please give the ages: _____, _____, _____, _____, _____

5. Years lived in Queen Village: _____ Lifelong resident ?

6. What attracted you to move to Queen Village?

7. What do you like most about living/doing business in Queen Village?

8. What do you dislike about living/doing business in Queen Village?

9. What should QV look like in 5-10 years? (buildings, trees, residents, businesses, etc.)

10a. Have you been involved in any QVNA committees or projects? (Yes/No)

10b. Please describe the committees or projects.

11a. How would you rate the following issues? (0 = GOOD, not a problem 5 = BAD, major problem)

ISSUE	RATING (Circle)	COMMENT
Crime	0 1 2 3 4 5	
Noise	0 1 2 3 4 5	
Litter	0 1 2 3 4 5	
Graffiti	0 1 2 3 4 5	
Traffic	0 1 2 3 4 5	
Parking	0 1 2 3 4 5	
Schools	0 1 2 3 4 5	
City Services	0 1 2 3 4 5	
Parks/Playgrounds	0 1 2 3 4 5	
Children's Activities	0 1 2 3 4 5	
Historic Preservation	0 1 2 3 4 5	
Rising Property Values	0 1 2 3 4 5	
Unregulated Building	0 1 2 3 4 5	
Dangerous Buildings	0 1 2 3 4 5	
South St Bars/Patrons	0 1 2 3 4 5	
Trees/Green Spaces	0 1 2 3 4 5	
Other		
	0 1 2 3 4 5	
	0 1 2 3 4 5	
	0 1 2 3 4 5	

12. If you had the power to do anything, what would you do to improve Queen Village?

13. What would you personally do to improve your block?

14. What role should QVNA take in improving Queen Village?

15. What additional services could QVNA provide in the future?

16. Would you like to help with QVNA's "Look into the Future"? (Yes/No)