
APPENDIX A**Survey Methodology**

The Greater Washington Consumer Survey, Inc., under contract with Montgomery County Department of Park and Planning, conducted a telephone survey of residents in the Silver Spring and Takoma Park master plan areas. The purpose of the survey is to identify specific concerns of the residents related to the master plan process. The four master plan areas examined in this study are, North Silver Spring, Silver Spring Central Business District, East Silver Spring and Takoma Park combined, and West Silver Spring. The survey firm conducted telephone interviews with 995 individuals residing in the Silver Spring/Takoma Park area. A dual sampling frame consisting of a listed sample targeting respondents living in the four master plan areas augmented by a random digit sample to include households with unlisted telephones was used. Interviewing took place from January 6th through 19th, 1998. A survey response rate of 44 percent was achieved¹.

When the interviewer encountered a busy signal or no answer, the nonrespondent household was contacted as many as ten times on different days and at different times of the day in an attempt to reach hard to contact, usually multi-earner households. Respondents who spoke only Spanish were “tagged” and called back by a Spanish speaking interviewer. There were twelve such respondents, in line with the proportion in the Greater Washington Consumer Survey’s Monthly Regional Survey of Washington area households. This may be low for an area with relatively high concentrations of new Hispanic immigrants such as Silver Spring/Takoma Park. However, most Hispanic households usually have at least one person who speaks English and therefore can serve as an interpreter.

Most of the survey questions were open-ended rather than multiple choice. The telephone survey was conducted using a computer assisted telephone interview (CATI) system providing the surveyors a script of the questions with lists of likely answers to facilitate entering responses. Most, but not all, of the popular answers were anticipated, significant new categories were added to the survey results. Strong opinions were evident as respondents provided consistent answers without prompting to open-ended questions. Typically, less than 6 percent, and often less than 1 percent, answered “don’t know” to a question.

¹ Participation in telephone surveys has declined over the past few years. Recent nationwide studies by the Council for Marketing and Opinion Research show participation rates of about 38 percent for telephone surveys of comparable length to this one. This decline is attributable to many factors, including increased resistance to telemarketers, some of whom introduce themselves as survey researchers.

The survey results were weighted by several factors including the number of phone lines, structure type, and the most recent household estimates. The weighting procedure corrected for the increased probability of selection of households with more than one phone line. Households with only one phone line were assigned a weight of one. Households with two phone lines, neither of which is used exclusively for business or for a fax/modem, were assigned a weight of 0.5. Households with three or more lines were assigned a weight of 0.333.

Next, a correction for structure type in all jurisdictions except the Central Business District is incorporated. Finally, the sample is corrected to the Research and Technology Center's 1997 household estimates for each area. The margin of sampling error (90 percent confidence level) for each of the assigned master plan areas is as follows:

Master Plan Area	Percentages near 50	Percentages near 70 or 30
North Silver Spring	4.0	3.7
Central Business District	6.3	5.8
East Silver Spring	4.7	4.3
West Silver Spring	5.1	4.7

APPENDIX B

Questionnaire

Silver Spring/Takoma Park Household Survey Questionnaire - Final

Hello, my name is _____ and I'm calling on behalf of the Montgomery County Department of Park and Planning. We're conducting a survey to find out what can be done to make the Silver Spring and Takoma Park area a better place in which to live. Park and Planning will use the results to update the master plan that guides growth and development in your area. May I speak to the lady or gentleman of the house?

1.0 We are surveying Silver Spring and Takoma Park residents. Would you please tell me if you live inside or outside of the Capital Beltway (Route 495)?

- | | | |
|---|------------|---------------------|
| 1 | Inside | |
| 2 | Outside | thank and terminate |
| 8 | Don't know | |
| 9 | Refuse | thank and terminate |

1.001 What is your zip code?

- | | | |
|----|------------|---------------------|
| 15 | 20815 | |
| 2 | 20901 | |
| 4 | 20903 | |
| 11 | 20910 | |
| 13 | 20912 | |
| 77 | Other | Thank and terminate |
| 88 | Don't know | Thank and terminate |
| 99 | Refuse | Thank and terminate |

1.01 Do you live in the city of Takoma Park, East Silver Spring, North Silver Spring, West Silver Spring or the Central Business District of Silver Spring? (IF OVER QUOTA IN AREA SELECTED, THANK AND TERMINATE.)

- | | | |
|---|---------------------|-----------|
| 1 | Takoma Park | |
| 2 | East Silver Spring | skip to 2 |
| 3 | North Silver Spring | skip to 2 |

4	West Silver Spring	skip to 1.05
5	Central Business District	skip to 2
6	Other (write in)	
7	Chevy Chase	Thank and terminate
8	Kensington	Thank and terminate
88	Don't know	
99	Refuse	

1.02 Do you live in the District of Columbia or Prince George's County?

1	Yes	thank and terminate
2	No	
8	Don't know	thank and terminate
9	Refuse	thank and terminate

1.03 What is the name of your neighborhood, community, subdivision or apartment complex?

1	Alexander House	skip to 2
2	Blair Apartment Complex	skip to 2
3	Charter House	skip to 2
4	Elizabeth House	skip to 2
5	Falkland Chase Apartments	skip to 2
6	Georgian Towers	skip to 2
7	Georgia West	skip to 2
8	Twin Towers	skip to 2
9	Lenox Park	skip to 2
10	Montgomery Arms	skip to 2
11	Parkside East	skip to 2
12	Rock Creek Springs	skip to 2
13	Silver Spring Towers	skip to 2
14	Spring Gardens	skip to 2
15	South Silver Spring	skip to 2
16	Clifton Park	skip to 2
17	Flower - Piney Branch	skip to 2
18	Franklin Knolls	skip to 2
19	Highland View	skip to 2
20	Four Corners - Indian Spring	skip to 2
21	Long Branch	skip to 2
22	Montgomery Knolls	skip to 2
23	New Hampshire Estates	skip to 2
24	Pineway Towers	skip to 2

25	Oakview	skip to 2
26	Rome Village	skip to 2
27	Sligo - Branview/Flower/Park Hills	skip to 2
28	Three Oaks	skip to 2
29	University Towers	skip to 2
30	Colesville Towers	skip to 2
31	Forest Glen Park	skip to 2
32	Linden	skip to 2
33	Kimberly Mews	skip to 2
34	North Woodside/Montgomery Hills	skip to 2
35	Four Corners - North Hills of Sligo	skip to 2
36	Park Hills	skip to 2
37	Park Sutton	skip to 2
38	Seven Oaks Evanswood	skip to 2
39	Woodside	skip to 2
40	Between the Creeks	skip to 2
41	Boyd-Carroll	skip to 2
42	Carroll Ave./Carroll Ridge	skip to 2
43	Essex House	skip to 2
44	Hillwood Manor	skip to 2
45	Hodges Heights	skip to 2
46	Maple Avenue	skip to 2
47	New Hampshire Gardens	skip to 2
48	North Takoma	skip to 2
49	Philadelphia Avenue	skip to 2
50	Ritchie Avenue	skip to 2
51	Rolling Terrace	skip to 2
52	Upper Maple Avenue	skip to 2
53	Westmoreland	skip to 2
54	Chevy Chase Crest	skip to 2
55	Claridge House	skip to 2
56	Falkland Chase	skip to 2
57	Friendly Gardens	skip to 2
58	Lyttonsville	skip to 2
59	Paddington Square	skip to 2
60	Rock Creek Forest	skip to 2
61	Rock Creek Gardens	skip to 2
62	Rock Creek Village	skip to 2
63	Rosemary Hills	skip to 2
64	Rosemary Village	skip to 2
65	Rollingwood	skip to 2

- | | | |
|----|------------------|---------------------|
| 66 | Round Hill | skip to 2 |
| 67 | Saddle Ridge | skip to 2 |
| 68 | Springhouse | skip to 2 |
| 69 | Suburban Tower | skip to 2 |
| 70 | Sudbury House | skip to 2 |
| 71 | Summit Hills | skip to 2 |
| 72 | Other (write in) | |
| 88 | Don't know | |
| 99 | Refuse | Thank and terminate |

1.04 To help us identify what part of Silver Spring you live in, can you please tell me the name of the nearest major street intersection to your home? (IF NECESSARY) Your number has been dialed at random by the computer and we don't want to know your address. All of your answers are confidential.

- | | | |
|----|-------------------|---------------------|
| 1 | Answer (write in) | skip to 2 |
| 88 | Don't know | thank and terminate |
| 99 | Refuse | thank and terminate |

1.05 Do you live on the east side of Rock Creek Park (the Georgia Avenue side) or on the west side of Rock Creek Park (the Connecticut Avenue side)?

- | | | |
|---|------------|---------------------|
| 1 | East side | |
| 2 | West side | thank and terminate |
| 8 | Don't know | thank and terminate |
| 9 | Refuse | thank and terminate |

2. First of all, we would like to know how you rate your neighborhood as a place to live. Overall, would you say that it is an excellent place to live, a good place to live, neither a good nor bad place to live, or a bad place to live?

- | | |
|---|----------------------|
| 1 | Excellent |
| 2 | Good |
| 3 | Neither good nor bad |
| 4 | Bad |
| 8 | Don't know |
| 9 | Refuse |

2.1 Would you please tell me what you like most about your neighborhood as a place to live? (DO NOT READ)

- 8 Neighbors not friendly
- 9 Littering
- 10 Other (Write in)
- 11 Nothing else
- 12 Poor city/county services
- 13 Not enough sidewalks
- 14 Schools
- 15 Crowded
- 16 Culture clash
- 17 General location
- 18 Downtown
- 19 Transient
- 20 Parks/recreation
- 22 Not enough street lighting
- 88 Don't know
- 99 Refuse

2.7 What do you think is the most important issue facing the Silver Spring/Takoma Park area today? (DO NOT READ)

- 1 Inadequate redevelopment of downtown Silver Spring
- 2 Delays in redevelopment of downtown Silver Spring
- 3 Crime
- 4 Drugs
- 5 Problems in the District of Columbia
- 6 Schools
- 7 Other (Write in)
- 10 Economy
- 11 Overdevelopment/growth
- 12 Traffic
- 13 Need more recreational/entertainment/eating establishments
- 14 Culture clash
- 8 Don't know
- 9 Refuse

3.2 In what year did you move into your present residence or have you lived there all your life?

- 1 Year (write in)
- 2 Lived here all my life skip to 3.4
- 8 Don't know
- 9 Refuse

3.3 What was your most important reason for choosing your current residence?
(DO NOT READ)

- 1 Price of housing
- 2 Type of housing
- 3 Reputation of neighborhood
- 4 Access to public transportation
- 5 Schools
- 6 Commute to place of work
- 7 Access to parks and recreation
- 8 Other (write in)
- 9 General location/convenient
- 88 Don't know
- 99 Refuse

3.4 Do you plan to move in the next two years?

- 1 Yes
- 2 No skip to 4
- 3 Don't know skip to 4
- 9 Refuse skip to 4

3.5 Do you plan to stay in the Silver Spring/Takoma Park area?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refuse to answer

3.6 What will be the most important factor influencing the choice of your next home?
(DO NOT READ)

- 1 Larger home
- 2 Larger lot/more land
- 3 Smaller home
- 4 Different type of home (single family, townhouse, etc.)
- 5 Better neighborhood
- 6 Safer neighborhood
- 7 Ownership
- 8 Schools
- 9 Close to job/shorter commute to work
- 10 Price

-
- | | | |
|----|--------------------------------|-------------|
| 1 | Safe | |
| 2 | Friendly neighbors | |
| 3 | Near public transportation | |
| 4 | Convenient to work | |
| 5 | Convenient to Beltway | |
| 6 | Diverse | |
| 7 | Sense of community | |
| 8 | Quiet, off beaten path | |
| 9 | Nearby shops/restaurants | |
| 10 | Attractive | |
| 11 | Near parks and natural areas | |
| 12 | Place of worship | |
| 13 | Other (Write in) | |
| 14 | Nothing in particular | skip to 2.4 |
| 15 | Good city/county services | |
| 16 | Cost | |
| 17 | General location/Convenient | |
| 18 | Older/established neighborhood | |
| 19 | Schools | |
| 88 | Don't know | skip to 2.4 |
| 99 | Refuse | skip to 2.4 |

2.2 Is there something else that you like about your neighborhood as a place to live? (DO NOT READ)

- | | |
|----|------------------------------|
| 1 | Safe |
| 2 | Friendly neighbors |
| 3 | Near public transportation |
| 4 | Convenient to work |
| 5 | Convenient to Beltway |
| 6 | Diverse |
| 7 | Sense of community |
| 8 | Quiet, off beaten path |
| 9 | Nearby shops/restaurants |
| 10 | Attractive |
| 11 | Near parks and natural areas |
| 12 | Place of worship |
| 13 | Other (Write in) |
| 14 | Nothing else |
| 15 | Good city/county services |
| 16 | Cost |
| 17 | General location/convenient |

- 11 Other (Write in)
- 12 Closer to family/friends
- 13 Climate
- 88 Don't know
- 99 Refuse

4. Next, I'd like to know how you feel about your personal safety when you're walking in your neighborhood after dark. Would you say you feel very secure, somewhat secure, somewhat worried, or very worried?

- 1 Very secure
- 2 Somewhat secure
- 3 Somewhat worried
- 4 Very worried
- 8 Don't know
- 9 Refuse

4.3 Would you say that you've limited your activities in your neighborhood over the past two years as a result of feeling less secure? For example, do you avoid walking alone at night, not go to certain areas or do you avoid going places by yourself?

- 1 No, I have not limited my activities
- 2 Yes, I have limited my activities
- 8 Don't know
- 9 Refuse

4.4 Do you have any suggestions for improving public safety in your neighborhood?
(DO NOT READ) (ACCEPT MULTIPLE ANSWERS.)

- 1 Yes, better lighting
- 2 Yes, more police
- 3 Yes, other (write in)
- 4 No
- 5 Community watch/safety program
- 6 Control traffic
- 7 More community activities
- 10 More sidewalks
- 11 Development/revitalization
- 8 Don't know
- 9 Refuse

5.5 Is there some type of community facility, like a park, playground or community center that you would like to see added to your neighborhood? (IF YES) Which one type of community facility would you most like to see added?

- 1 Other (write in)
- 2 No
- 4 Park
- 5 Playground
- 6 Community Center
- 7 Swimming pool
- 8 YMCA
- 10 Gym
- 11 Tennis courts
- 12 Basketball court
- 13 Ball/soccer fields
- 14 Library
- 15 Rec center
- 3 Don't know
- 9 Refuse

5.51 Is there some change or improvement that you would like to see made to your local parks? (IF YES) What change or improvement would you like to see? (ACCEPT MULTIPLE ANSWERS) (DO NOT READ)

- 1 No change
- 2 Yes, better maintenance
- 3 Yes, improved security
- 4 Yes, more parking
- 5 Yes, more bike/hike trails
- 6 Yes, swimming pools
- 7 Yes, ice skating rinks
- 8 Yes, golf course
- 9 Yes, tennis courts
- 10 Yes, basketball courts
- 11 Yes, ball fields/soccer fields
- 12 Yes, other (Write in)
- 13 Better lighting
- 14 More/better playground equipment
- 15 General expansion
- 88 Don't know
- 99 Refuse

6. Turning to another subject, we'd like to know if you have paths or sidewalks going from near your home to places you'd like to walk to like neighbors' homes, metro and bus stops and stores. (IF YES) Do you use these paths?

- 1 Paths available, respondent uses
- 2 Paths available, respondent does not use
- 3 Paths not available
- 8 Don't know
- 9 Refuse

6.2 In your opinion, which one improvement could be made to make walking in your neighborhood easier and more attractive for you? (DO NOT READ)

- 1 Sidewalks - better maintained
- 2 Sidewalks - cleaner
- 3 Sidewalks - more
- 4 Better lighting
- 5 Better signs
- 6 Pedestrian bridges
- 7 Other (write in)
- 8 None
- 9 More controlled traffic
- 10 More police/security
- 11 Scenery/trees/flowers/landscaping
- 88 Don't know
- 99 Refuse

6.4 Do you use bus service to get from your home to places you want to go like work, community facilities or shopping? (IF YES) Would you say that you take the bus all of the times you go to these places, most of the times, some of the times, or few of the times you go?

- 1 Never use the bus
- 2 Use the bus all the time
- 3 Use the bus most of the time
- 4 Use the bus some of the time
- 5 Use the bus few of the times
- 6 Don't go to community facilities, shopping or work
- 7 Bus service not available
- 8 Don't know
- 9 Refuse

6.5 In your opinion, which one improvement would make bus service more useful to you?
(DO NOT READ)

- 1 More frequent service
- 2 More buses to places I need to go
- 3 More/closer bus stops
- 4 Less expensive bus service
- 5 Other (Write in)
- 6 More lighting
- 7 Access to bus schedules/routes
- 10 Safer places to wait
- 11 No suggestions/good as is
- 12 Don't use/wouldn't use anyway
- 13 Weekend service
- 14 Longer hours
- 15 More reliable service
- 8 Don't know
- 9 Refuse

6.7 In your opinion, is traffic a problem in your neighborhood? (IF YES) Which of the following is the worst traffic problem in your neighborhood: traffic congestion, cut-through traffic, parking, speeding or speed bumps? (ROTATE ORDER)

- 1 Traffic congestion
- 2 Cut-through traffic
- 3 Parking
- 4 Speeding
- 5 Speed bumps
- 6 Other (write in)
- 7 No traffic problem skip to 7
- 11 Running red lights/stop signs
- 8 Don't know skip to 7
- 9 Refuse skip to 7

6.8 And which is the second worst traffic problem in your neighborhood? Again, they are (READ FIRST FOUR) (REMOVE FROM LIST THE PROBLEM THAT WAS CHOSEN IN QUESTION 6.7. IF "OTHER" WAS CHOSEN FOR QUESTION 6.7, THEN INTERVIEWER SHOULD READ FIRST FIVE)

- 1 Traffic congestion
- 2 Cut-through traffic
- 3 Parking

- 4 Speeding
- 5 Speed bumps
- 6 Other (write in)
- 7 No other traffic problem
- 11 Running red lights/stop signs
- 8 Don't know
- 9 Refuse

7. And, turning to another topic, do you usually shop for food and other grocery items at stores in the Silver Spring/Takoma Park area? (IF NOT) To what area do you usually go? (DO NOT READ)

- 1 Silver Spring/Takoma Park skip to 7.4
- 2 Wheaton
- 3 Kensington
- 4 Aspen Hill
- 5 Rockville
- 6 Bethesda
- 7 White Oak
- 8 Washington D.C.
- 9 Other (Write in)
- 10 Chevy Chase
- 11 Gaithersburg
- 88 Don't know
- 99 Refuse

7.11 What is the most important reason why you do not shop for food and other grocery items at stores located in the Silver Spring/Takoma Park area? (DO NOT READ)

- 1 Price
- 2 Don't like stores there/selection
- 3 Shop near work
- 4 Combine grocery with other shopping
- 5 Parking
- 6 Public transportation
- 7 Not safe/dangerous
- 10 Distance
- 11 Crowded
- 8 Don't know
- 9 Refuse

7.4 Aside from groceries and other daily necessities, do you shop at stores located in the Silver Spring/Takoma Park area? (IF YES) What type of shopping do you do at stores located in the Silver Spring/Takoma Park area? (ALLOW MULTIPLE ANSWERS)
(DO NOT READ)

- 1 No
- 2 Books/music
- 3 Pharmacy/drug store
- 4 Furniture and home furnishings
- 5 Rug and carpet
- 6 Jewelry
- 7 Video
- 8 Clothing
- 9 Small appliances
- 10 Other (Write in)
- 11 Hardware
- 12 Antique shop
- 13 Automotive
- 14 Sporting goods
- 15 Dry cleaning
- 16 Department store
- 17 Gifts
- 18 Toys
- 19 Computer hard/software/Office supplies
- 20 Beauty/Barber shops and supplies
- 21 Restaurants/liquor
- 22 Hobby shops
- 23 Thrift shops
- 24 Health stores
- 25 Bank/finance
- 26 All shopping done there
- 27 Specialty shops
- 28 Pet stores
- 88 Don't know
- 99 Refuse

7.5 Again, aside from groceries and other daily necessities, is there some type of shopping for which you usually go to stores located outside of the Silver Spring/Takoma Park area? (IF YES) What type of shopping is that? (ACCEPT MULTIPLE ANSWERS.) (DO NOT READ)

- 1 No

-
- 2 Books/music
 - 3 Pharmacy/drug store
 - 4 Furniture and home furnishings
 - 5 Rug and carpet
 - 6 Jewelry
 - 7 Video
 - 8 Clothing
 - 9 Small appliances
 - 10 Other (Write in)
 - 11 Hardware
 - 12 Antique shop
 - 13 Automotive
 - 14 Sporting goods
 - 15 Dry cleaning
 - 16 Department store
 - 17 Gifts
 - 18 Toys
 - 19 Computer hard/software/Office supplies
 - 20 Beauty/Barber shops and supplies
 - 21 Restaurants/liquor
 - 22 Hobby shops
 - 23 Thrift shops
 - 24 Health stores
 - 25 Bank/finance
 - 26 All shopping done there
 - 27 Specialty shops
 - 28 Pet stores
 - 88 Don't know
 - 99 Refuse

7.51 (ASK THIS ONLY IF ANSWERED "1" , THAT IS, "NO" TO QUESTION 7.4) Why do you not shop at stores located in the Silver Spring/Takoma Park area? (DO NOT READ)

- 1 Price
- 2 Don't like the stores there/variety/quality
- 3 Shop near work/convenience
- 4 Like a particular store in another area
- 5 Parking
- 6 Public transportation
- 7 Don't like the area/Don't like to go there/demographics/crime
- 8 Other (Write in)
- 9 Don't shop (catalog, someone else does/elderly)

- 88 Don't know
- 99 Refuse

7.52 When you shop or go to a restaurant outside Silver Spring or Takoma Park, to what area do you go most frequently? (DO NOT READ)

- 1 Bethesda
- 2 Wheaton
- 3 Rockville/Rockville Pike
- 4 Washington, D.C.
- 5 Other (write in)
- 6 Don't go to other areas
- 7 Chevy Chase
- 10 Greenbelt
- 11 Langley Park
- 12 Laurel
- 13 White Oak
- 14 Virginia
- 15 Gaithersburg/Germantown
- 8 Don't know
- 9 Refuse

7.6 Over the past year, about how often would you say that you've visited downtown Silver Spring? (IF NECESSARY) By visited, we mean been to the downtown Silver Spring area for shopping, to obtain services like doctor or dentist, or to use the metro? (DO NOT READ)

- 1 Daily or almost daily
- 2 At least once a week
- 3 At least once every two weeks
- 4 At least once a month
- 5 At least once every two months
- 6 Less than once every two months
- 7 Never
- 8 Don't know where area is
- 88 Don't know
- 99 Refuse

7.73 If Silver Spring offered the following types of businesses, please tell me if you would be likely to visit each type several times a year or more. First, an art or cultural center?

- 1 Yes
- 2 No

7.79 What is the most important reason why you have not been to Silver Spring to dine out?

(DO NOT READ)

- 1 Don't dine out
- 2 Prices
- 3 No restaurants I like
- 4 Parking
- 5 Traffic
- 6 Don't like to go there
- 7 Other (Write in)
- 8 No particular reason
- 9 Safety
- 12 Not convenient
- 13 Not familiar with area
- 88 Don't know
- 99 Refuse

8. Turning to another subject, what one source do you use the most to get information about your neighborhood and community? (DO NOT READ)

- 1 Washington Post
- 2 Washington Times
- 3 Gazette newspapers
- 4 Journal newspapers
- 5 Almanac newspaper
- 6 Washington Business Journal
- 7 Civic Association newsletter
- 8 Television - broadcast networks
- 9 Television - cable networks
- 10 Radio
- 11 Word of mouth/Friends
- 12 Other (write in)
- 13 Internet
- 14 Community/local/church newsletter
- 16 Phone book/yellow pages
- 17 Takoma Voice
- 18 Newspaper (General)
- 19 Mail flyers/bulletins
- 20 No particular source
- 88 Don't know
- 99 Refuse

8.01 Do you, or does anyone in your household participate in civic association activities, such as meetings, newsletters or contributing to local public policy discussion?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Didn't know there was a civic association
- 9 Refuse

8.1 The Montgomery County Department of Park and Planning is in the process of developing new master plans for the Silver Spring/Takoma Park area. Master plans are comprehensive plans for the future development of neighborhoods and communities within the planning area. Before this interview, were you aware that a new master plan is being created for your area?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

8.3 Would you be interested in contributing your opinions during the master plan development process?

- 1 Yes
- 2 No skip to 8.7
- 3 Don't know skip to 8.7
- 9 Refuse skip to 8.7

8.4 Which of the following methods would you most prefer: public meetings, civic association meetings or would you like to call or write to the planners as an individual? (RECORD FIRST MENTION)

- 1 Public meetings
- 2 Civic association meetings
- 3 Call or write
- 4 Other (Write in)
- 5 All of the above
- 6 E-mail/Internet
- 7 Surveys
- 8 Don't know
- 9 Refuse

I'm going to read you a list of potential goals for the master plan. For each one, please tell me if you think it is very important, somewhat important, or not at all important.

(QUESTIONS 8.7 THROUGH 8.8 SHOULD BE ROTATED. ALSO, THEY SHOULD BE RANDOMLY ASSIGNED SO THAT ONLY FIVE APPEAR IN ANY GIVEN INTERVIEW.)

8.7 Expanding housing opportunities.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.71 Protecting the environment.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.72 Promoting economic growth.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.73 Providing more park and recreation facilities.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.75 Expanding cultural and entertainment opportunities.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.76 Developing neighborhood quality of life.

- 1 Very important
- 2 Somewhat important

- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.77 Improving pedestrian access and safety

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.78 Improving access to public transportation.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.79 Encouraging downtown revitalization.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

8.8 Preserving historic buildings and places.

- 1 Very important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refuse

(THE 9 SERIES IS TO BE ASKED ONLY OF THOSE WHO ANSWERED "4" OR "6" TO QUESTION 1.01, THAT IS, THOSE WHO LIVE IN WEST SILVER SPRING OR "OTHER". ALL OTHERS SKIP TO THE "10" SERIES.)

9.3 On another subject, are you familiar with the Georgetown Branch - Capital Crescent Trail?
(IF YES) Do you use it?

- 1 Not familiar skip to 10.4
- 2 Familiar but do not use
- 3 Familiar and use skip to 10.4

- | | | |
|---|------------|--------------|
| 4 | Don't know | skip to 10.4 |
| 9 | Refuse | skip to 10.4 |

9.31 What is the most important reason for which you do not use the Georgetown Branch/Capital Crescent trail? (DO NOT READ)

- | | | |
|---|-------------------------------------|--------------|
| 1 | No time | skip to 10.4 |
| 2 | No interest | skip to 10.4 |
| 3 | Do not like it | skip to 10.4 |
| 4 | Not close to it/other trails nearby | skip to 10.4 |
| 5 | Not easy to get to | skip to 10.4 |
| 6 | Other (write in) | skip to 10.4 |
| 8 | Don't know | skip to 10.4 |
| 9 | Refuse | skip to 10.4 |

(THE 10 SERIES IS TO BE ASKED OF EVERYONE, REGARDLESS OF WHAT THEY ANSWERED TO QUESTION 1.01)

10.4 Are you familiar with bike and walking trails in the parks in or near your community? (IF YES) Do you use these trails?

- | | |
|---|---------------------------|
| 1 | Familiar with, use |
| 2 | Familiar with, do not use |
| 3 | Not familiar with |
| 8 | Don't know |
| 9 | Refuse |

10.5 Are you familiar with Sligo Creek Park? (IF YES) Do you use it?

- | | | |
|---|-------------------------|---------------|
| 1 | Not familiar | skip to 11 |
| 2 | Familiar but do not use | |
| 3 | Familiar and use | skip to 10.61 |
| 4 | Don't know | skip to 11 |
| 9 | Refuse | skip to 11 |

10.51 What is the most important reason for which you do not use Sligo Creek Park? (DO NOT READ)

- | | | |
|---|------------------------------------|------------|
| 1 | No time | skip to 11 |
| 2 | No interest | skip to 11 |
| 3 | Do not like it | skip to 11 |
| 4 | Not close to it/other parks nearby | skip to 11 |

5	Not easy to get to	skip to 11
6	Other (write in)	skip to 11
7	Safety	skip to 11
10	Age/handicapped	skip to 11
8	Don't know	skip to 11
9	Refuse	skip to 11

10.61 Do you think that bicycle and pedestrian access to Sligo Creek Park is adequate, or does it need improvement?

1	Adequate
2	Needs improvement
8	Don't know
9	Refuse

(THE 11 AND 12 SERIES ARE TO BE ASKED ONLY OF THOSE WHO ANSWERED "3" OR "4" OR "6" TO QUESTION 1.01, THAT IS, TO RESIDENTS OF WEST SILVER SPRING, NORTH SILVER SPRING AND "OTHER")

11. Are you familiar with the Brookville Road Industrial area? (IF NECESSARY) This is the area off East-West Highway and Grubb Road, near Lyttonsville and Walter Reed. (IF YES) Do you ever patronize businesses there?

1	Not familiar	skip to 12
2	Familiar, patronize businesses	
3	Familiar, don't patronize businesses	skip to 11.2
8	Don't know	skip to 12
9	Refuse	skip to 12

11.1 What types of businesses do you patronize there? (ACCEPT MULTIPLE ANSWERS)
(DO NOT READ)

1	Industrial goods and services	skip to 11.3
2	Restaurants	skip to 11.3
3	Retail stores	skip to 11.3
4	Automotive services	skip to 11.3
5	Recycling center	skip to 11.3
6	Other (write in)	skip to 11.3
7	Don't patronize businesses there	skip to 11.3
10	Costume/party supplies	skip to 11.3
11	Gymnastics center	skip to 11.3
12	Furniture	skip to 11.3

- 8 Don't know skip to 11.3
- 9 Refuse skip to 11.3

11.2 Why do you not patronize businesses there? (DO NOT READ)

- 1 No need skip to 12
- 2 No time skip to 12
- 3 Parking skip to 12
- 4 Traffic skip to 12
- 5 Inconvenient, far away skip to 12
- 6 No particular reason skip to 12
- 7 Other (write in) skip to 12
- 10 Safety skip to 12
- 11 Not familiar skip to 12
- 12 Rundown skip to 12
- 8 Don't know skip to 12
- 9 Refuse skip to 12

11.3 What one thing do you like most about the Brookeville Road Industrial area?
(DO NOT READ)

- 1 Convenient, easy to get to
- 2 Particular business/particular type of business
- 3 Safety
- 4 Traffic
- 5 Other (Write in)
- 6 Nothing in particular
- 7 Mix/variety
- 8 Don't know
- 9 Refuse

11.4 What one thing do you like least about the Brookeville Road Industrial area?
(DO NOT READ)

- 1 Traffic
- 2 Parking
- 3 Particular business/type of business
- 4 Safety
- 5 Inconvenient/far away/hard to get to
- 6 Other (Write in)
- 7 Nothing in particular
- 10 Unattractive

- 8 Don't know
- 9 Refuse

12. Are you familiar with the Montgomery Hills shopping district? (IF NECESSARY) This is the area along Georgia Avenue between 16th street and the Beltway (where Snider's, CVS, and the Woodside Deli are located). (IF YES) Do you ever go there?

- 1 Not familiar skip to 13
- 2 Familiar, rarely or never go there
- 3 Familiar, go there skip to 12.2
- 8 Don't know skip to 13
- 9 Refuse skip to 13

12.1 Why do you rarely or never go to the Montgomery Hills shopping district?
(DO NOT READ)

- 1 No need skip to 13
- 2 No time skip to 13
- 3 Parking skip to 13
- 4 Traffic skip to 13
- 5 Inconvenient, far away skip to 13
- 6 Other (write in) skip to 13
- 8 Don't know skip to 13
- 9 Refuse skip to 13

12.2 About how often do you go to the Montgomery Hills shopping district?

- 1 At least once a week
- 2 At least once every 2 weeks
- 3 At least once a month
- 4 At least once every 2 months
- 5 At least once every 3 months
- 6 At least once every 6 months
- 7 Less than once every 6 months
- 8 Don't know
- 9 Refuse

12.3 What one thing do you like most about the Montgomery Hills shopping district?
(DO NOT READ)

- 1 Convenient, easy to get to
- 2 Specific store or restaurant

- 3 Don't know
- 9 Refuse

7.74 An enclosed farmer's market? (IF NECESSARY) Like Eastern Market in D.C. or Lexington Market in Baltimore.

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

7.75 A nightclub?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

7.76 A health club?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

7.77 An ethnic restaurant district?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

7.78 Have you gone to Silver Spring to dine out during the past six months? By "dine out" I don't mean sandwich shops or fast food places, but places where you get table service and a relaxing meal.

- 1 Yes skip to 8
- 2 No
- 3 Don't know skip to 8
- 9 Refuse skip to 8

- 3 The selection of stores or restaurants
- 4 Other (write in)
- 5 Nothing in particular
- 8 Don't know
- 9 Refuse

12.4 What one thing do you like least about the Montgomery Hills shopping district?
(DO NOT READ)

- 1 Traffic
- 2 Parking
- 3 Rundown condition
- 4 Doesn't have type of store I want
- 5 Other (write in)
- 6 Nothing in particular
- 7 Safety
- 10 Layout/access
- 8 Don't know
- 9 Refuse

(THE 13 SERIES IS TO BE ASKED ONLY OF THOSE WHO ANSWERED "1" OR "6" TO QUESTION 1.01, THAT IS, RESIDENTS OF TAKOMA PARK OR "OTHER")

13. Are you familiar with the Takoma-Langley Crossroads shopping area? (IF NECESSARY)
This is the area located at the intersection of New Hampshire Avenue and University Boulevard where the Safeway, CVS and K-Mart are. (IF YES) Do you ever go there to shop?

- 1 Not familiar skip to 14
- 2 Familiar, rarely or never go there skip to 14
- 3 Familiar, go there
- 4 Don't know skip to 14
- 9 Refuse skip to 14

13.1 What type of shopping do you do at the Takoma-Langley Crossroads Shopping area?
(ACCEPT MULTIPLE ANSWERS) (DO NOT READ)

- 1 Grocery
- 2 Drug store/pharmacy
- 3 Clothes
- 4 Hardware/small appliances
- 5 Furniture and home furnishings

- 6 Other (write in)
- 7 Video
- 10 Bank
- 8 Don't know
- 9 Refuse

14. And now, to help us understand the data, I need to ask you a few questions about your household. How many phone numbers do you have in your home? IF NECESSARY: That is, how many different phone LINES do you have, not how many phone INSTRUMENTS?

- 1 One skip to 14.21
- 2 Two
- 3 Three
- 4 Four or more
- 5 Don't know skip to 14.21
- 9 Refuse skip to 14.21

14.2 Is one of these a dedicated fax or modem line or a line used only for business?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

14.21 Is the number I called on today listed or unlisted?

- 1 Listed
- 2 Unlisted
- 8 Don't know
- 9 Refuse

14.3 How many persons live in your home? Please include yourself and anyone who may be unrelated to you such as a live - in housekeeper or boarder. (IF NECESSARY) Do not include people in apartments with separate entrances in the same house.

- 1 One skip to 14.5
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven

- 8 Eight
- 9 Nine or more (Write in)
- 88 Don't know
- 99 Refuse to answer

14.4 Are there children under 18 years of age living in your household? (IF YES) How many?

- 0 No children
- 1 One child
- 2 Two children
- 3 Three children
- 4 Four children
- 5 Five children
- 6 Six or more children (Write in)
- 8 Don't know
- 9 Refuse

14.5 Do you own or rent?

- 1 Own
- 2 Rent
- 3 Don't pay cash rent
- 9 Refuse

14.6 Do you live in a single-family detached home, a townhouse or an apartment?

- 1 Single family detached
- 2 Townhouse
- 3 Apartment/Condo
- 4 Duplex/Two-family structure
- 5 Other (Write in)
- 8 Don't know
- 9 Refuse

14.7 What is your year of birth?

- 1 Answer (write in)
- 8 Don't know
- 9 Refuse

14.8 Are you of Hispanic or Latino origin?

- 1 No
- 2 Yes
- 8 Don't know
- 9 Refuse

14.9 What is your racial origin? (DO NOT READ) (IF THE RESPONDENT SAYS THAT HE/SHE IS HISPANIC, PROBE TO TRY TO DETERMINE TO WHICH RACIAL CATEGORY HE/SHE BELONGS.)

- 1 White or Caucasian
- 2 Black or African American
- 3 Asian or Pacific Islander
- 4 Native American
- 5 Mixed/Mestizo
- 6 Other (write in)
- 8 Don't know
- 9 Refuse

14.10 For classification purposes only, we need to know your total household income. Is it above or below \$50,000?

- 1 Above \$50,000
- 2 Below \$50,000 skip to 14.13
- 3 Don't know skip to 15
- 9 Refuse skip to 15

14.11 Is it above or below \$70,000?

- 1 Above \$70,000
- 2 Below \$70,000 skip to 15
- 3 Don't know skip to 15
- 9 Refuse skip to 15

14.12 Is it above \$100,000?

- 1 Yes skip to 15
- 2 No skip to 15
- 3 Don't know skip to 15
- 9 Refuse skip to 15

14.13 Is it above \$30,000?

- 1 Yes skip to 15
- 2 No
- 3 Don't know skip to 15
- 9 Refuse skip to 15

14.14 Is it below \$15,000?

- 1 Yes
- 2 No
- 3 Don't know
- 9 Refuse

15. (ASK ONLY IF YOU CANNOT DETERMINE SEX!) Sex of respondent.

- 1 Male
- 2 Female
- 9 Refuse

Thank you very much for your time. If you would like any information about this survey or about the master plan development process, please feel free to contact the Montgomery County Department of Park and Planning at (301) 495-4555 and ask to speak to a member of the Silver Spring/Takoma Park community-based planning team.