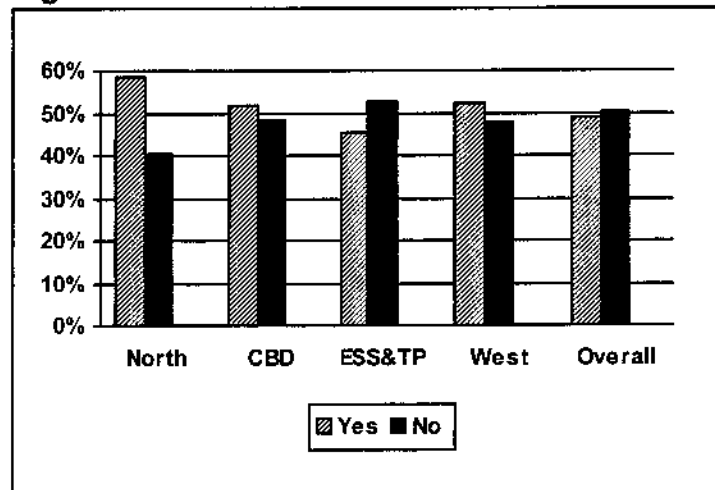


## CHAPTER 7

# COMMUNICATION

- Almost half of the respondents are aware that new master plans are being created for their areas, 49 percent. An impressive 59 percent of North Silver Spring residents are aware of the planning process that is underway. Fifty-two percent of West Silver Spring and the CBD residents knew about the update to their master plans. Forty-seven percent of East Silver Spring and Takoma Park residents are aware, fewer than the area average. However, the lower percentage in East Silver Spring and Takoma Park may reflect the fact that area's planning process is starting a little later than the others.

**Figure 7-1 Aware of Master Plan**



- Seventy percent said that they would like to contribute their opinions during the master plan process. Interest in participation ranged from 75 percent among North Silver Spring residents to 71 percent among CBD residents to 66 percent in West Silver Spring. West Silver Spring residents generally identified few strong issues for their area and the percentage of renters is relatively high, second only to the CBD. Both of these factors tend to decrease interest in the planning process.

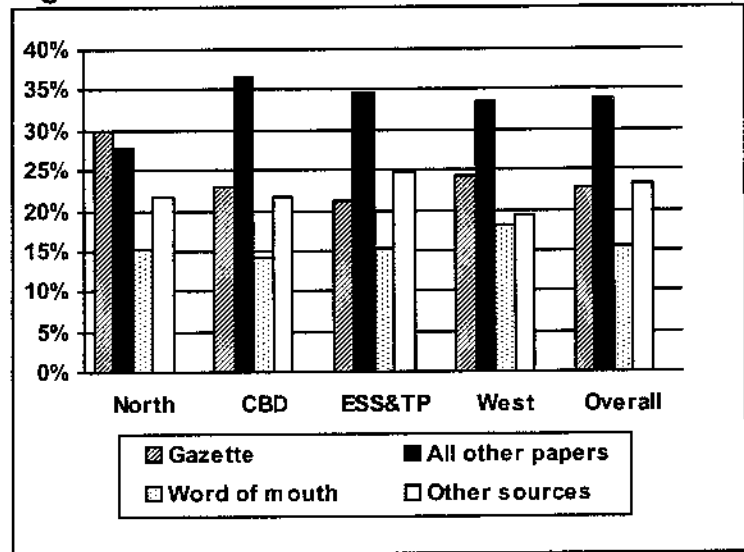
- Among the possible methods for participating in the master plan process, the favorite among those who said they would like to participate was telephone or written communication, 41 percent. Public meetings were next at 38 percent and civic association meetings garnered 11 percent. Most of the 3 percent who said "other" specified a combination of meetings, phone calls, and written communication. North Silver Spring residents liked civic association meetings better and calling or writing less well than the average. Results from the other three areas followed the overall pattern.

- One traditional resource for exchanging information between citizens, planners, and government officials involved in the master plan process is the civic association. This survey shows that only 28 percent of the respondents or persons in their households participate in civic

*association activities.* North Silver Spring residents are the most active in civic associations, 48 percent, while CBD residents at 13 percent and West Silver Spring residents at 18 percent are less likely to participate than the area average. One of the benefits of the survey is to reach so many people who do not usually participate through civic associations.

- *Newspapers are the most popular source of information about the neighborhood and the community.* Twenty-three percent of the respondents said that the Gazette was their primary source of local news and 20 percent the Washington Post. Word of mouth was next most important, mentioned by 15 percent. Civic association newsletters did not fare very well, only 2 percent mentioned these. All told, newspapers accounted for almost half of the responses, more than half in the CBD and West Silver Spring. Civic association newsletters were most important in North Silver Spring, 8 percent.

**Figure 7-2 Local News Sources**



**Table 7-1 Were you aware that a new master plan is being created for your area?**

Question 8.1	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	2050	58.7%	2602	51.5%	9061	45.5%	2311	52.3%	16025	48.8%
No	1417	40.6%	2448	48.5%	10511	52.8%	2104	47.7%	16480	50.2%
Don't know	24	.7%			323	1.6%			347	1.1%
Total	3491	100.0%	5050	100.0%	19895	100.0%	4416	100.0%	32851	100.0%

**Table 7-2 Would you be interested in contributing your opinions during the master plan process?**

Question 8.3	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	2609	74.7%	3588	71.0%	13888	69.4%	2901	65.7%	22985	69.7%
No	723	20.7%	1265	25.1%	4550	22.8%	1342	30.4%	7881	23.9%
Don't know	159	4.5%	197	3.9%	1562	7.8%	173	3.9%	2090	6.3%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4416	100.0%	32956	100.0%

**Table 7-3 Which of the following methods would you most prefer?**

Question 8.4	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Call or write	789	30.3%	1545	43.1%	5929	42.8%	1224	42.2%	9486	41.4%
Public meetings	908	34.9%	1353	37.7%	5383	38.9%	1120	38.6%	8765	38.2%
Civic association meetings	598	23.0%	427	11.9%	1393	10.1%	192	6.6%	2610	11.4%
Don't know	84	3.2%	33	.9%	651	4.7%	183	6.3%	951	4.1%
Other	152	5.9%	230	6.4%	157	1.1%	66	2.3%	606	2.6%
Surveys	43	1.7%			323	2.3%	57	2.0%	423	1.8%
Email/Internet	26	1.0%					59	2.0%	85	.4%
Total	2601	100.0%	3588	100.0%	13836	100.0%	2901	100.0%	22925	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

**SURVEY OF SILVER SPRING & TAKOMA PARK RESIDENTS**

**Table 7-4 Do you, or does anyone in your household participate in civic association activities?**

Question 8.01	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	1676	48.0%	641	12.7%	6112	30.6%	800	18.2%	9229	28.1%
No	1803	51.7%	4343	86.0%	13809	69.2%	3590	81.8%	23545	71.6%
Don't know	12	.3%	33	.7%	26	.1%			71	.2%
Didn't know about civic association			33	.7%					33	.1%
<b>Total</b>	<b>3491</b>	<b>100.0%</b>	<b>5050</b>	<b>100.0%</b>	<b>19947</b>	<b>100.0%</b>	<b>4390</b>	<b>100.0%</b>	<b>32878</b>	<b>100.0%</b>

**Table 7-5 What one source do you use the most to get information about your neighborhood and community**

Question 8	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Gazette	1034	29.9%	1139	23.0%	4178	21.1%	1059	24.3%	7411	22.7%
Washington Post	671	19.4%	1216	24.6%	3225	16.3%	1381	31.7%	6493	19.9%
Word of mouth	530	15.3%	701	14.2%	2998	15.1%	790	18.1%	5019	15.4%
Takoma Voice	24	.7%	214	4.3%	2343	11.8%			2580	7.9%
Community/Church/Local Newsletter	211	6.1%	197	4.0%	1250	6.3%	114	2.6%	1772	5.4%
Phone Book/Yellow Pages	164	4.7%	460	9.3%	830	4.2%	211	4.8%	1665	5.1%
Don't know	183	5.3%	230	4.6%	895	4.5%	211	4.8%	1518	4.7%
Journal	172	5.0%	131	2.7%	747	3.8%	51	1.2%	1102	3.4%
Television-Broadcast	31	.9%	131	2.7%	620	3.1%	232	5.3%	1014	3.1%
Newspaper (General)	62	1.8%	197	4.0%	515	2.6%	11	.3%	786	2.4%
Civic Association Newsletter	274	7.9%			463	2.3%	35	.8%	772	2.4%
Mail Flyers/Bulletins	8	.2%	77	1.5%	535	2.7%	78	1.8%	697	2.1%
Television-Cable	4	.1%	66	1.3%	352	1.8%	70	1.6%	491	1.5%
Radio	5	.1%	33	.7%	380	1.9%	37	.9%	455	1.4%
Internet	8	.2%	49	1.0%	328	1.7%	63	1.5%	448	1.4%
No particular source	38	1.1%	60	1.2%	162	.8%			260	.8%
Washington Times	27	.8%	49	1.0%			11	.3%	87	.3%
Other	10	.3%							10	.0%
Washington Business Journal	8	.2%							8	.0%
Almanac							6	.1%	6	.0%
<b>Total</b>	<b>3464</b>	<b>100.0%</b>	<b>4951</b>	<b>100.0%</b>	<b>19821</b>	<b>100.0%</b>	<b>4360</b>	<b>100.0%</b>	<b>32596</b>	<b>100.0%</b>

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.