



Village of Friendship Heights Quality of Life Survey Results

*Photo retrieved from VFH website

Introduction & Background

Background of Survey

- **Purpose:** To provide the Council with a better understanding of public opinion about policy issues, programming, and services
- The survey was administered with both online and written options
- The deadline date to complete the survey was December 11, 2023
- **Note:** The following presentation reports percentages of 4 or 5 responses only from scales of 1 through 5, and does not include “hard to say” or “prefer not to say responses”

Introduction:

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Table 1. Age of Respondents

Age Range	Percent of Population (N=505)
AGE 18 to 25	4%
Age 26 to 45	18%
AGE 46 to 65	22%
Age 66 to over 75	51%
Prefer Not to Say	5%

Table 2. Home Ownership by Age

	OWN	RENT
	N=236	N=230
AGE 18 TO 25	1%	8%
AGE 26 TO 45	13%	27%
AGE 46 TO 65	21%	24%
AGE 66 TO OVER 75	65%	41%

Table 3. Reported Use of Information Sources

Respondents were asked to rate how frequently they accessed information from each of the following sources on a scale from never to always:

Percent of Information Frequency	
Printed Newsletter (N=604)	46%
Text/Email Alerts (N=593)	32%
Flyers (N=590)	21%
Contact with other residents (N=594)	16%
Website (N=600)	16%
Contact with Village staff (N=594)	8%
Digital Screen inside Village Center (N=591)	5%
Social media (eg. Facebook) (N=596)	5%
Contact with Village Council members (N=591)	3%

Table 4. Reported Use of Information Sources by Age

Information Frequency	18 to 25 years old (N=22)	26 to 35 years old (N=47)	36 to 45 years old (N=45)	46 to 55 years old (N=46)	56 to 65 years old (N=63)	66 to 75 years old (N=109)	Over 75 (N=146)
Printed Newsletter	4%	15%	29%	30%	51%	55%	61%
Website	14%	26%	9%	13%	14%	13%	15%
Text/Email Alerts	32%	19%	22%	26%	41%	41%	37%
Digital Screen inside Village Center	0%	6%	7%	0%	10%	6%	5%
Social media (eg. Facebook)	0%	13%	16%	2%	5%	2%	3%
Flyers	27%	15%	16%	9%	21%	22%	29%
Contact with Village staff	0%	2%	0%	0%	3%	5%	20%
Contact with Village Council members	0%	4%	0%	0%	3%	1%	7%
Contact with other residents	14%	23%	11%	9%	8%	13%	24%

Table 5. Reported Use of Current Services

Respondents were asked to rate the importance of services on a scale of not at all important to extremely important. Which services are most important to the residents?:

SERVICE IMPORTANCE	
Parks (N=546)	78%
Montgomery Police Patrol (N=542)	70%
Village Shuttle (N=540)	66%
Flu & Covid Shots (N=531)	56%
Maryland DMV Bus (N=533)	55%
Shredding Truck (N=529)	45%
Visiting Nurse (N=495)	35%
Parking Enforcement (N=514)	33%

Table 6. Service Importance by Home Ownership
What services are most important to renters and homeowners?:

	RENT	OWN
	(N=243)	(N=259)
VILLAGE SHUTTLE	60%	67%
PARKING ENFORCEMENT	27%	27%
MONTGOMERY POLICE PATROL	63%	73%
PARKS	79%	78%
FLU & COVID SHOTS	48%	56%
VISITING NURSE	26%	36%
SHREDDING TRUCK	37%	50%
MARYLAND DMV BUS	42%	64%

Table 7. Service Importance by Age
What services are most important to people by age group?:

	18 to 25 years old (N=22)	26 to 35 years old (N=47)	36 to 45 years old (N=45)	46 to 55 years old (N=46)	56 to 65 years old (N=63)	66 to 75 years old (N=109)	Over 75 (N=146)
Village Shuttle	50%	57%	62%	70%	63%	63%	70%
Parking Enforcement	10%	21%	38%	26%	36%	40%	23%
Montgomery Police Patrol	41%	62%	71%	78%	71%	72%	68%
Parks	77%	89%	87%	76%	81%	76%	74%
Flu & Covid Shots	54%	53%	51%	40%	52%	59%	55%
Visiting Nurse	10%	36%	27%	42%	27%	32%	36%
Shredding Truck	14%	28%	40%	49%	52%	49%	47%
Maryland DMV Bus	36%	47%	42%	64%	49%	60%	55%

Table.8 Services Deemed Most Important by Building

	The Carleton	The Elizabeth	4615 North Park	4620 North Park	The Highlands of Chevy Chase (East)	The Highlands of Chevy Chase (West)	The Willoughby	Willard Towers
	(N= 42)	(N=64)	(N= 39)	(N=50)	(N=10)	(N=31)	(N=135)	(N=119)
Village Shuttle	52%	81%	67%	74%	60%	45%	61%	62%
Parking Enforcement	24%	38%	28%	30%	20%	35%	32%	24%
Montgomery Police Patrol	62%	76%	69%	70%	70%	64%	72%	60%
Parks	74%	78%	82%	80%	80%	90%	78%	74%
Flu & Covid Shots	48%	50%	56%	60%	60%	42%	56%	50%
Visiting Nurse	19%	25%	31%	36%	40%	35%	40%	24%
Shredding Truck	36%	53%	46%	56%	40%	29%	47%	37%
Maryland DMV Bus	50%	64%	54%	66%	60%	42%	64%	35%

Table 9. Programs Rated Most Important

Respondents were asked to rate the importance of Village programs on a scale from not at all important to extremely important. Most important?

Farmers Market (N=551)	52%
Village Special Events (N=549)	45%
Wednesday concerts (N=544)	34%
Classes (N=536)	30%
Art at the village center (N=542)	28%
Thursday Movie (N=534)	20%
Zoom Lectures (N=523)	17%
Trips (N=526)	17%
Clubs (N=518)	17%
Tuesday tea (N=513)	9%

Table 10. *What programs are most important by age group?*

	18 to 25 years old (N=22)	26 to 35 years old (N=47)	36 to 45 years old (N=45)	46 to 55 years old (N=46)	56 to 65 years old (N=63)	66 to 75 years old (N=109)	Over 75 (N=146)
Zoom Lectures	9%	17%	11%	15%	21%	17%	17%
Tuesday tea	9%	17%	7%	6%	6%	6%	9%
Wednesday concerts	27%	47%	36%	22%	40%	31%	30%
Thursday Movie	18%	28%	22%	13%	16%	20%	15%
Clubs	18%	30%	16%	11%	11%	14%	14%
Classes	23%	34%	27%	22%	35%	27%	25%
Farmers Market	64%	74%	62%	48%	46%	47%	44%
Trips	18%	26%	9%	9%	11%	15%	20%
Art at the village center	32%	42%	22%	24%	28%	19%	29%
Village Special Events	41%	57%	42%	37%	44%	42%	44%

Table 11. Views on Policy Issues

Respondents were asked to rate their views on policy issues on a scale from not interested at all to extremely interested. The following are the most important policy issues for the residents:

Variety of retail shops in and near the Village (N=537)	81%
Future Development within the Village (N=537)	75%
Future Development on Geico property (N=526)	70%
Perceived danger of pedestrian crossings in and near the Village (N=528)	60%
Cost and disruption of Fire Marshall's mandate for sprinkler systems in Village residential buildings (N=508)	59%
Making Village parks smoke free (N=525)	55%
Availability of parking spaces on Village streets (N=531)	49%
Affordable housing (N=530)	48%
The work of the Village Council (N=525)	43%
Speed bumps/ traffic control (N=532)	42%
Village identity (N=511)	41%
Electric vehicle charging stations (N=536)	35%
Ways to contact Village Council members and staff (N=526)	33%
Prohibiting dogs in Village parks (N=508)	26%
Access to a dog park (N=522)	25%

Table 12. Views on Policy Issues by Age

What issues are the most important for each age group?

	18 to 25 years old (N=22)	26 to 35 years old (N=47)	36 to 45 years old (N=45)	46 to 55 years old (N=46)	56 to 65 years old (N=63)	66 to 75 years old (N=109)	Over 75 (N=146)
Future Development within the Village	68%	72%	76%	63%	84%	81%	75%
Future Development on Geico property	36%	51%	64%	61%	73%	81%	68%
Variety of retail shops in and near the Village	68%	83%	82%	80%	84%	88%	77%
Availability of parking spaces on Village streets	45%	34%	42%	39%	51%	57%	48%
Electric vehicle charging stations	18%	32%	40%	35%	41%	41%	30%
Village identity	32%	30%	42%	39%	40%	44%	38%
Access to a dog park	41%	62%	16%	28%	27%	19%	14%
Affordable housing	82%	76%	64%	48%	38%	42%	40%
Perceived danger of pedestrian crossings in and near the Village	41%	47%	67%	52%	62%	61%	62%
Cost and disruption of Fire Marshall's mandate for sprinkler systems in Village residential buildings	18%	36%	44%	56%	63%	67%	60%
Speed bumps/ traffic control	27%	34%	42%	52%	46%	39%	41%
Ways to contact Village Council members and staff	9%	30%	33%	30%	38%	30%	34%
The work of the Village Council	32%	19%	42%	30%	56%	42%	49%
Making Village parks smoke free	45%	62%	51%	61%	44%	54%	51%
Prohibiting dogs in Village parks	18%	13%	22%	28%	27%	24%	25%

Table 13. Feelings of Safety by Building

How do residents of each of the buildings feel about safety?

	The Carleton	The Elizabeth	4615 North Park	4620 North Park	The Highlands of Chevy Chase (East)	The Highlands of Chevy Chase (West)	The Willoughby	Willard Towers
	(N= 42)	(N=64)	(N= 39)	(N=50)	(N=10)	(N=31)	(N=135)	(N=119)
Residing in the Village of Friendship Heights	69%	67%	72%	64%	70%	81%	78%	78%
Walking alone at night	36%	36%	46%	30%	50%	48%	46%	44%
Walking alone in the daytime	81%	84%	85%	76%	90%	87%	81%	88%

Comment excerpts: Citizen Engagement

- *What respondents felt the Village does well:*
 - “Its good to have a community organization and I appreciate the value it provides to many residents”
 - “The newsletter and programming”
 - “Keep a close-knit community and offer dedicated services to residents based on their needs”

Comment excerpts: Citizen Engagement

- *What respondents felt the Village could improve:*
 - “This survey has some facets that need improvement, such as the question about sending comments to council members. Some of the email addresses are nonspecific, and have the email address info@ This suggests that an email sent to that address will be seen by more than the intended, and that is not good”
 - “Conducting surveys similar to this more often and caring about the responses and then taking action”

Questions and Discussion

Thank you!