



Carlisle Citizen Survey, 2013



A Volunteer Study for the
Borough of Carlisle by the
Economics Senior Seminar:
“Urban Policy in Carlisle PA”
Dickinson College



Class Members

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The Survey:

- Telephone Survey with voluntary participation

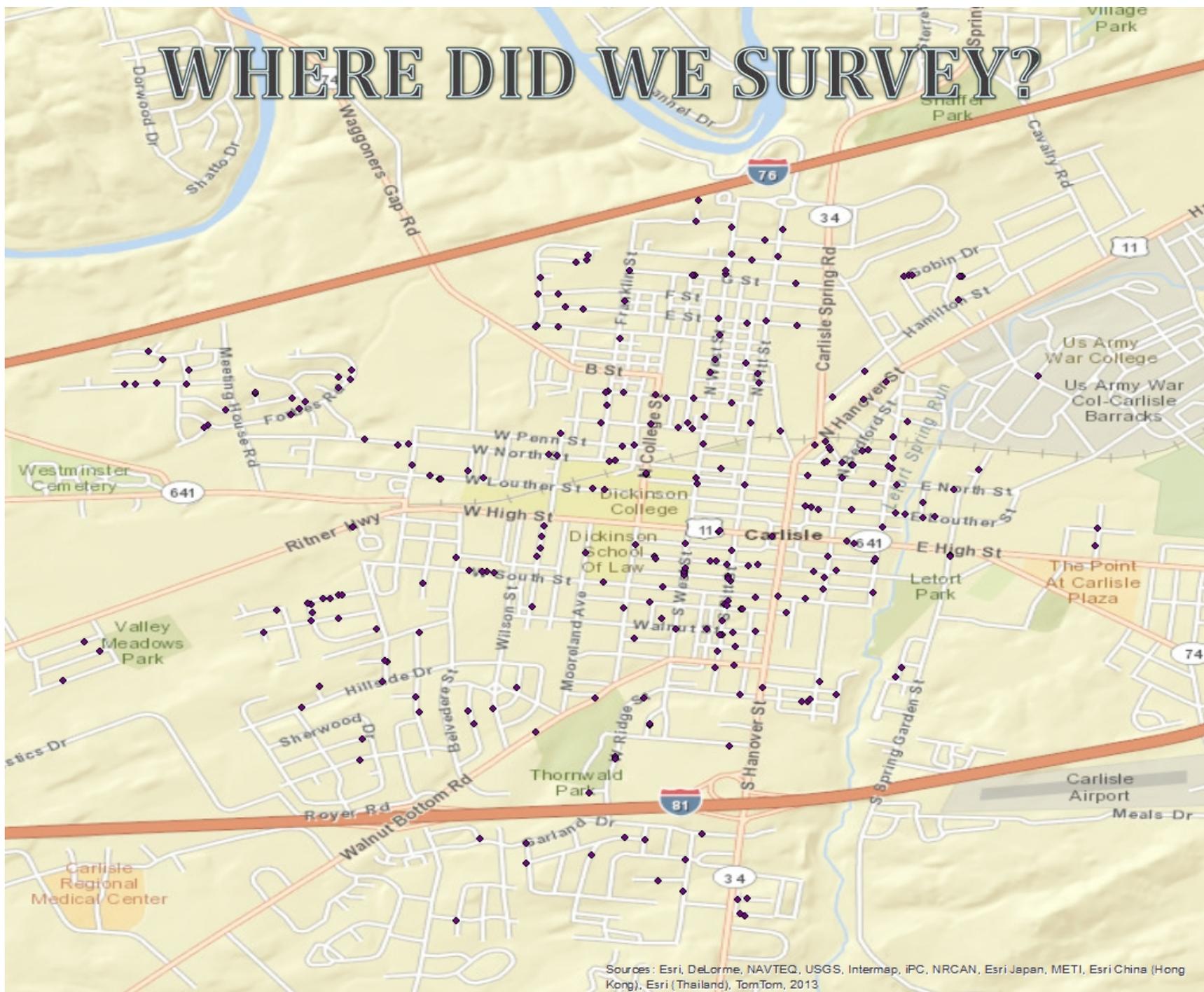
Main Topics:

- Satisfaction with Borough Govt. Services and Staff
- Assessment of conditions in the Carlisle area
- Assessment of conditions in each neighborhood
- Some general policy questions
- Citizen comments

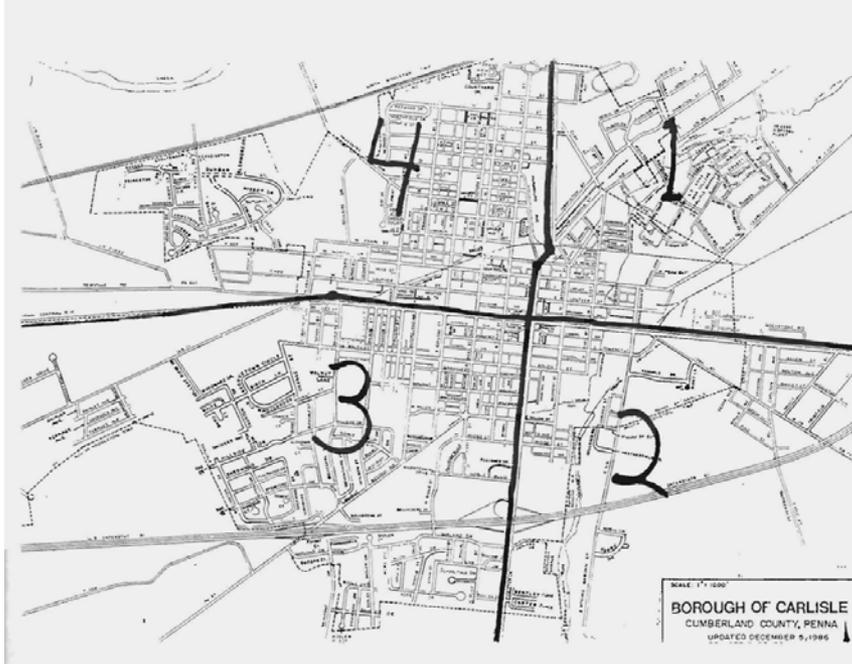
The Survey Sample

- 282 Randomly Chosen Respondents
- Identified by Quadrant
- Identified by Police Zone
- Identified by Age Category
- Identified by Gender
- Identified by Home Ownership Status

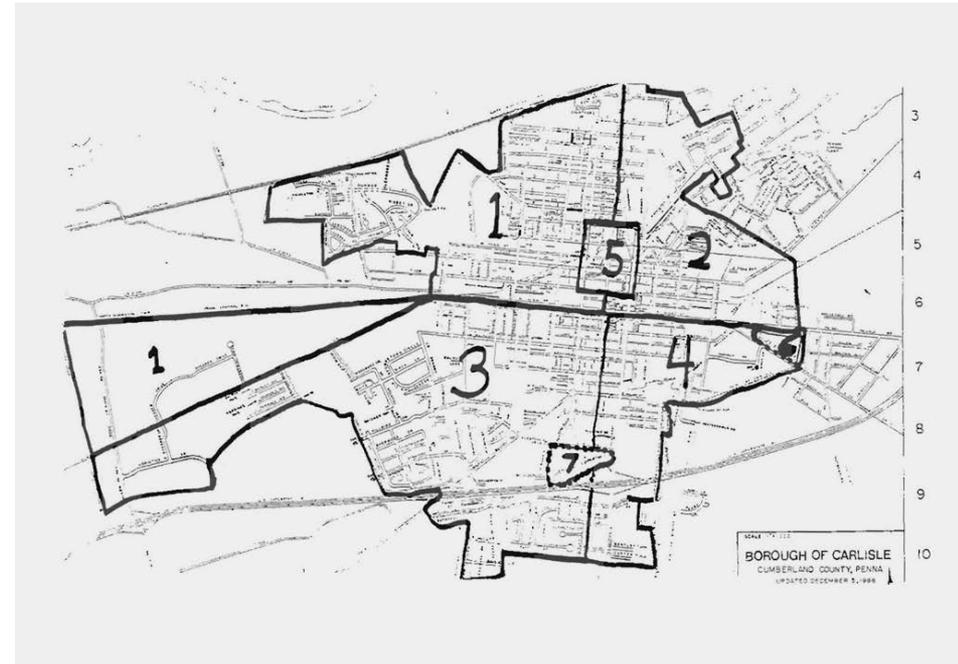
WHERE DID WE SURVEY?



Geographic Areas:

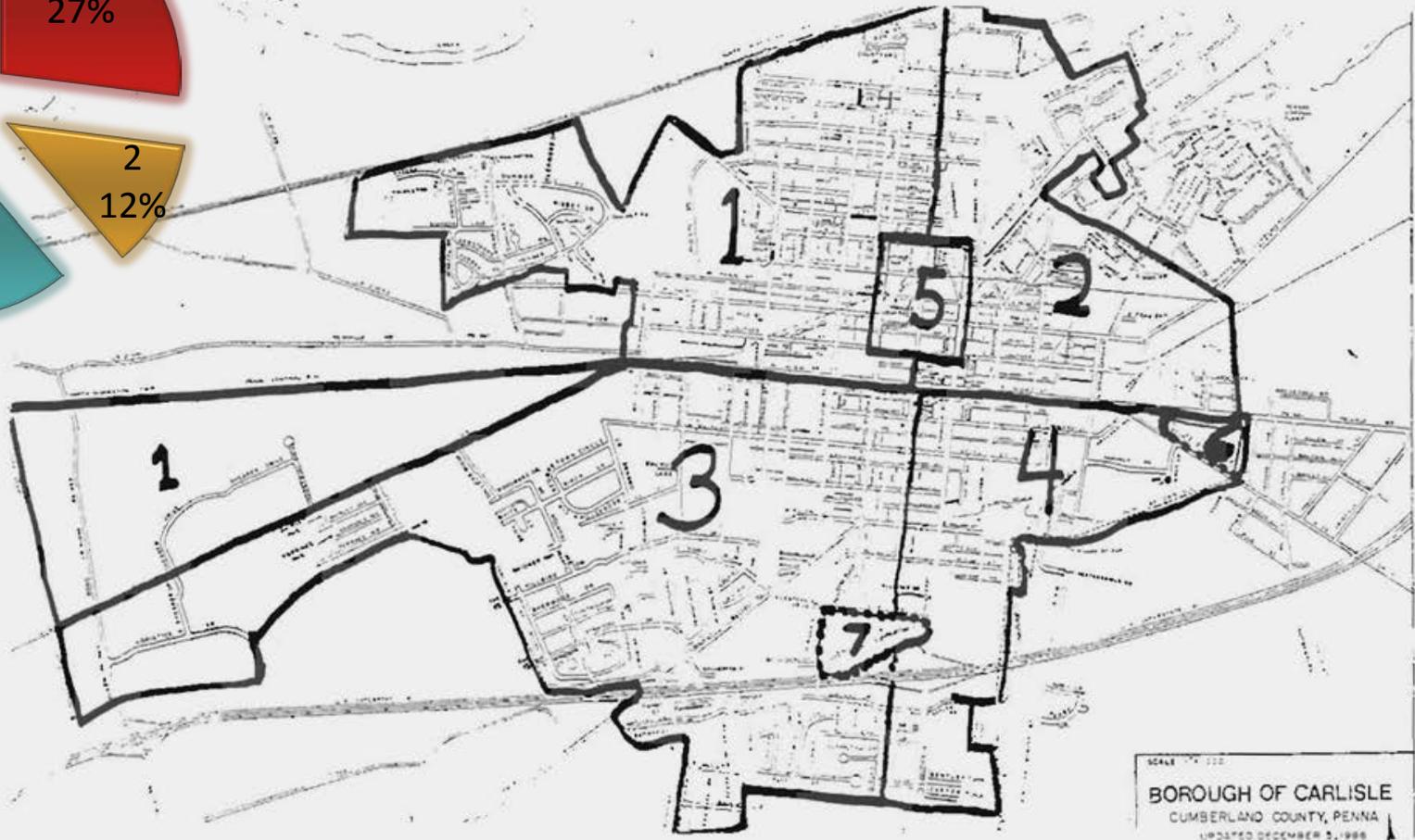
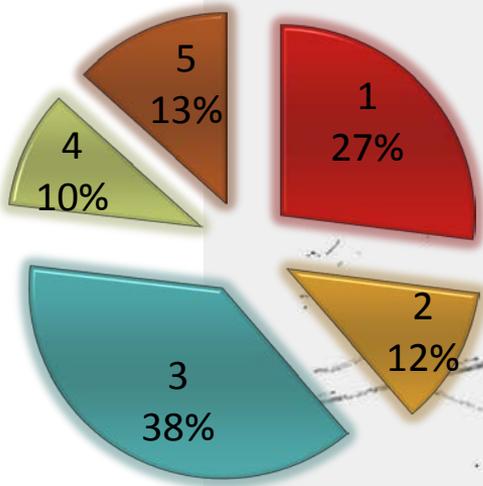


Quadrants



Police Zones

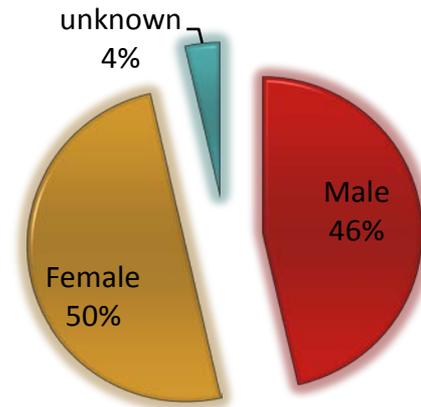
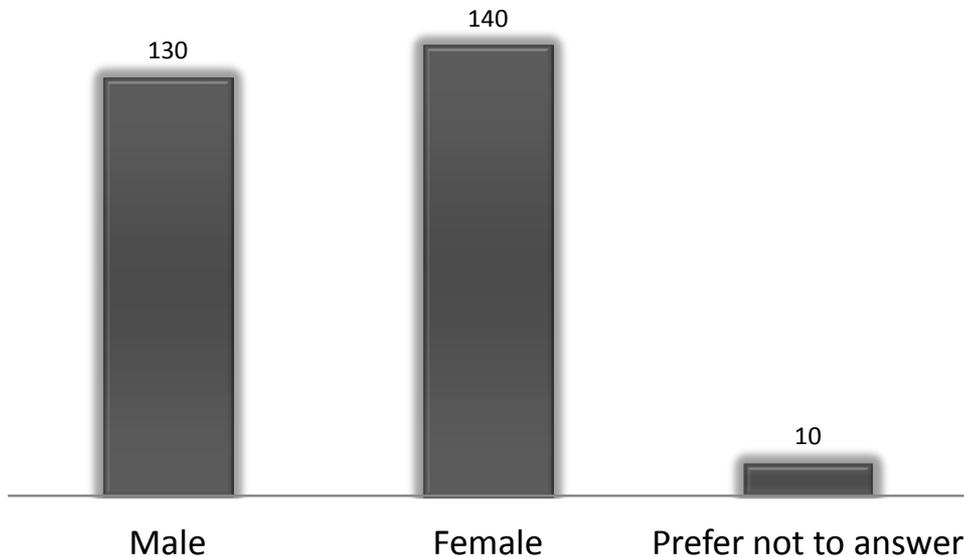
DISTRIBUTION BY POLICE ZONE



WHO DID WE SURVEY?: GENDER

Gender

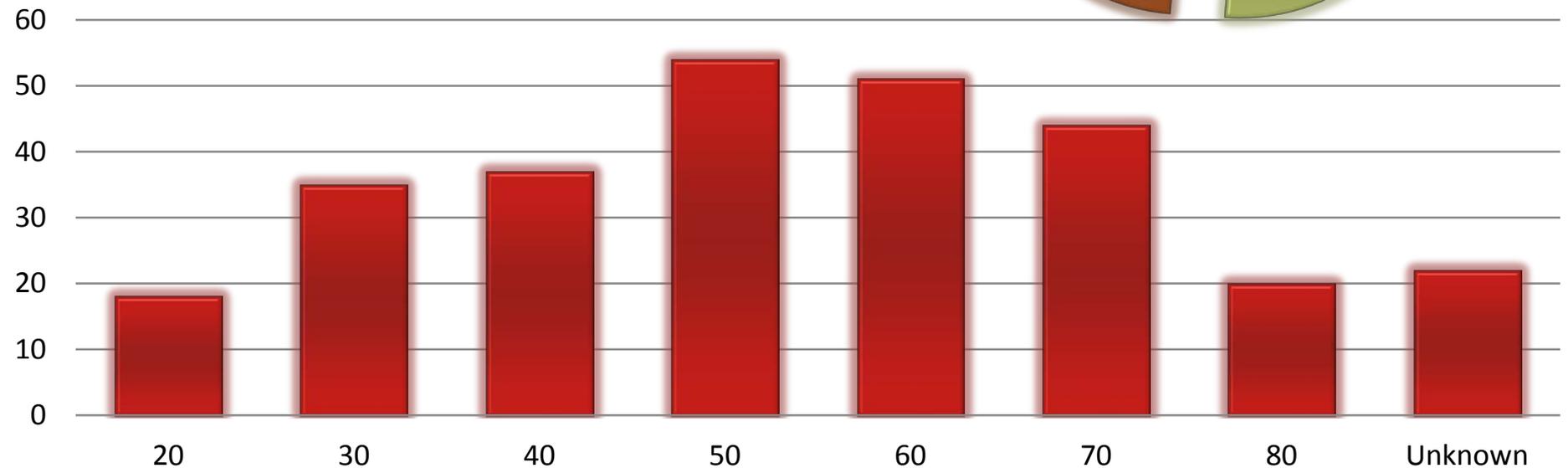
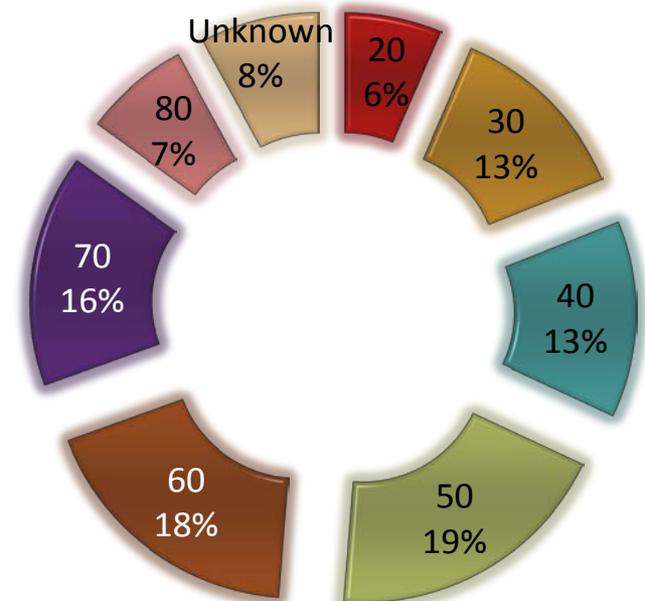
- 130 (46%) Male vs. 140 (50%) Female
- 10 (4%) unknown



WHO DID WE SURVEY?: AGE

+ Age

- range from 20 to 83
- Average age 51.5 yrs
- 41% are age 60 or above



SAMPLE DATA VS. CENSUS DATA

+ Sample

- 46.3% Male, 49.8% Female (3.6% Unknown)
- Mean age 51.5 yrs.
(does not include children)

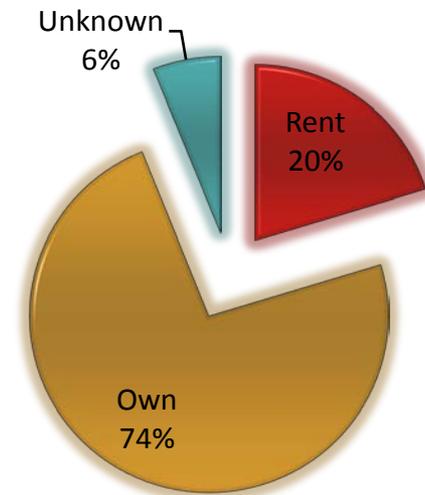
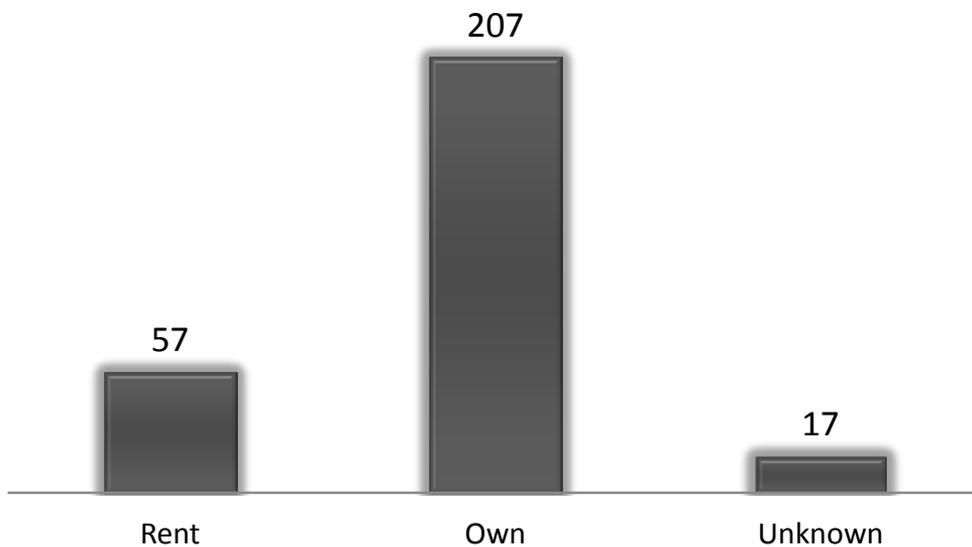
+ U.S. Census 2011

- 46.5% Male, 53.5% Female
- Median age 34.1 yrs

WHO DID WE SURVEY?: HOME OWNERSHIP

+ Home Ownership

- 57 respondents rent, 207 own their houses
- 17 unknown

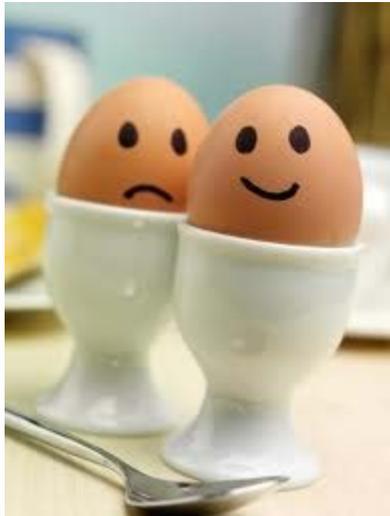


CONCLUSIONS

- ❑ Distributions of the survey sample by adult age, gender, and location are highly representative of the overall community.
- ❑ There may be some minor under-representation from the Hope Station Area.

Borough Services and Administration





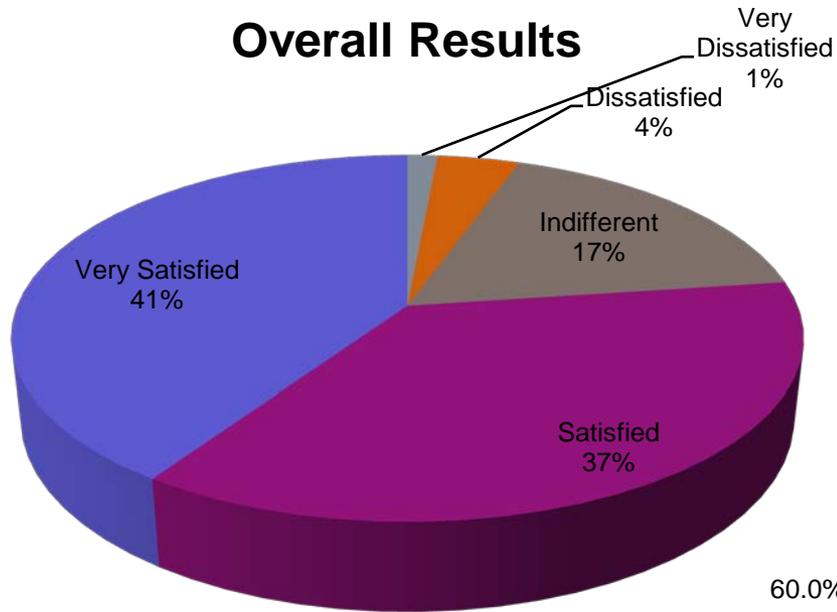
Level of Satisfaction

With Carlisle Borough
Services

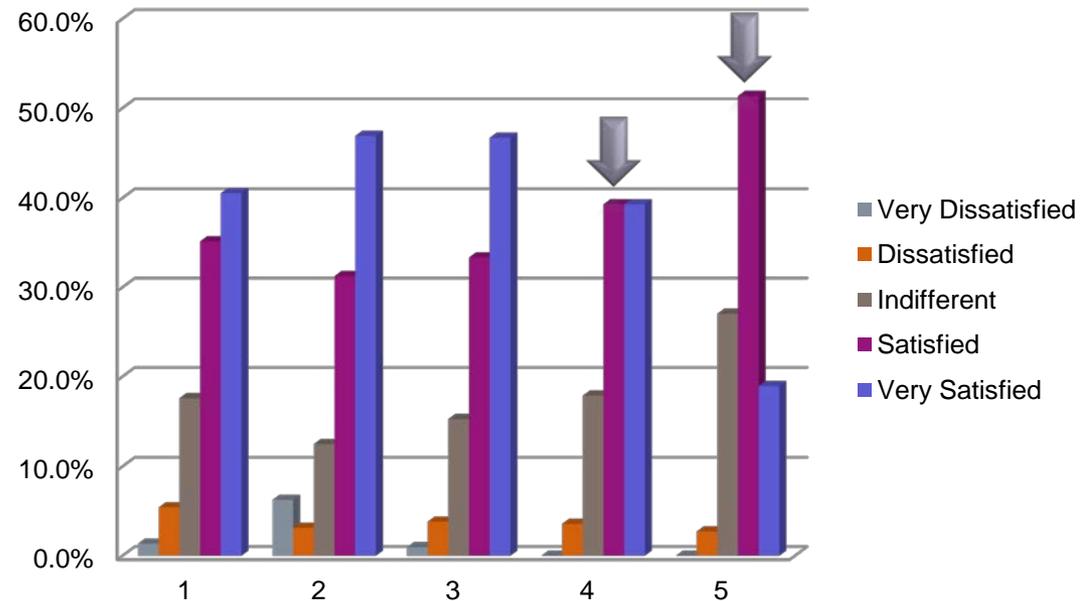
The Question

- “First I will ask you a few questions about how satisfied you are with some of the services provided by the Borough of Carlisle.”
- Scale of 1-5
 - 5 very satisfied
 - 1 very unsatisfied

Satisfaction with Police

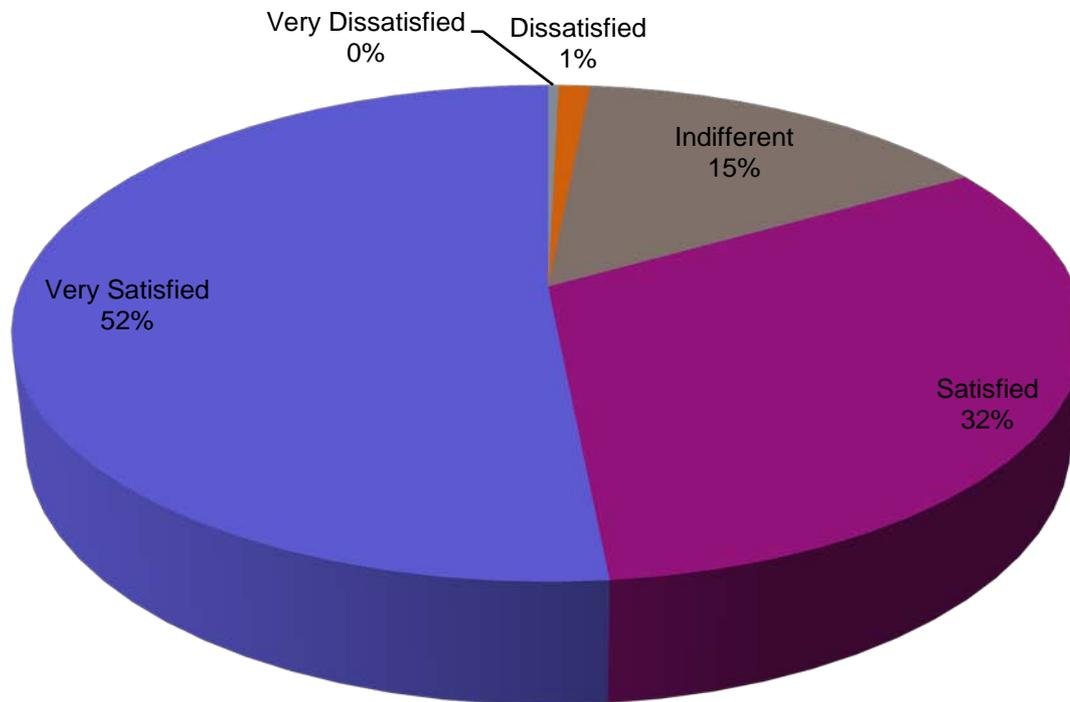


Satisfaction by Police Zone



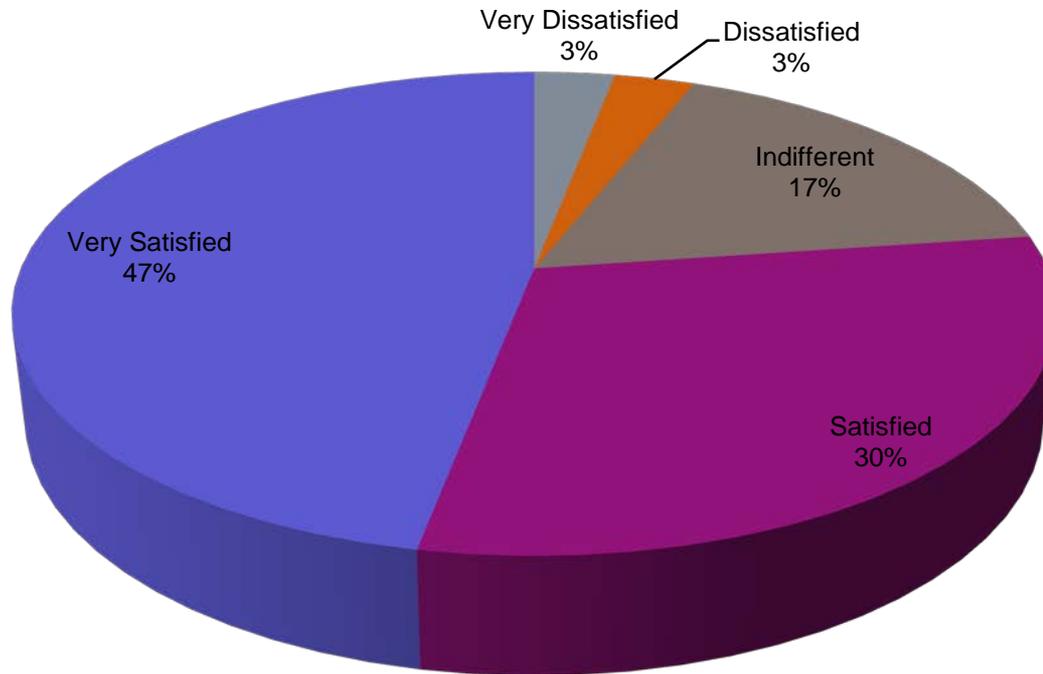
Fire Services

Overall Results



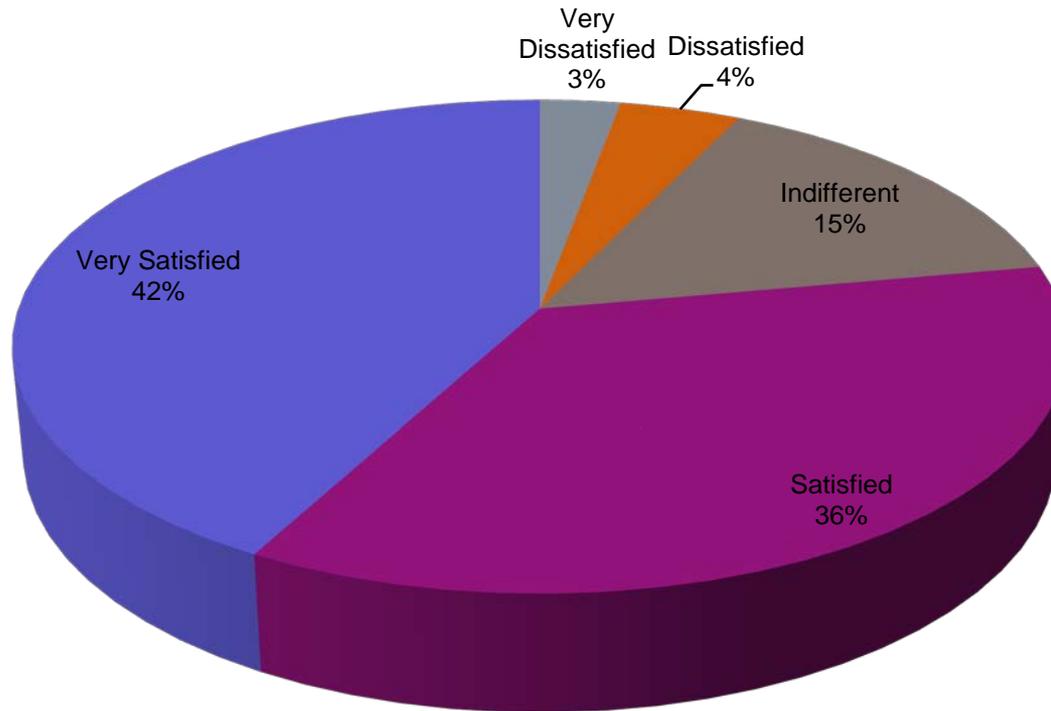
Ambulance/EMS

Overall Results



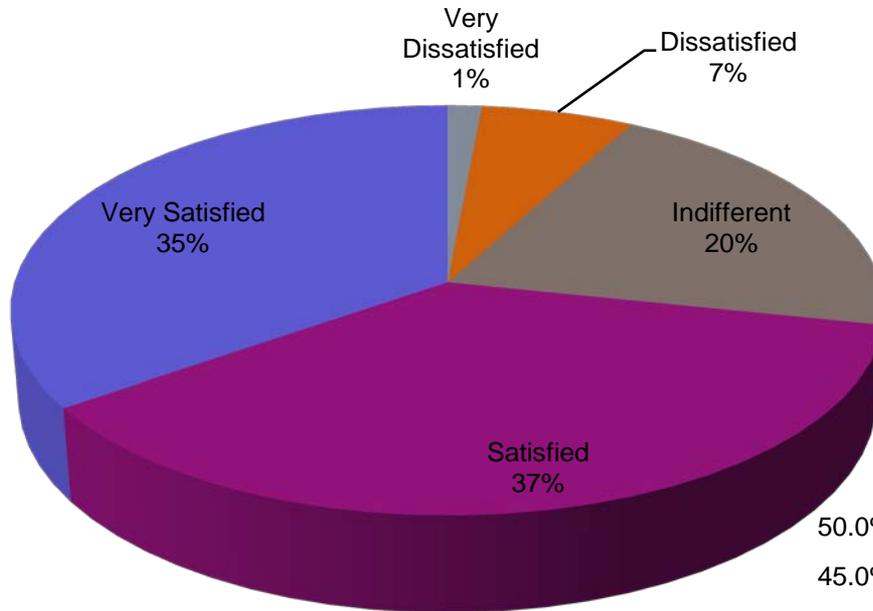
Garbage Collection/Recycling

Overall Results

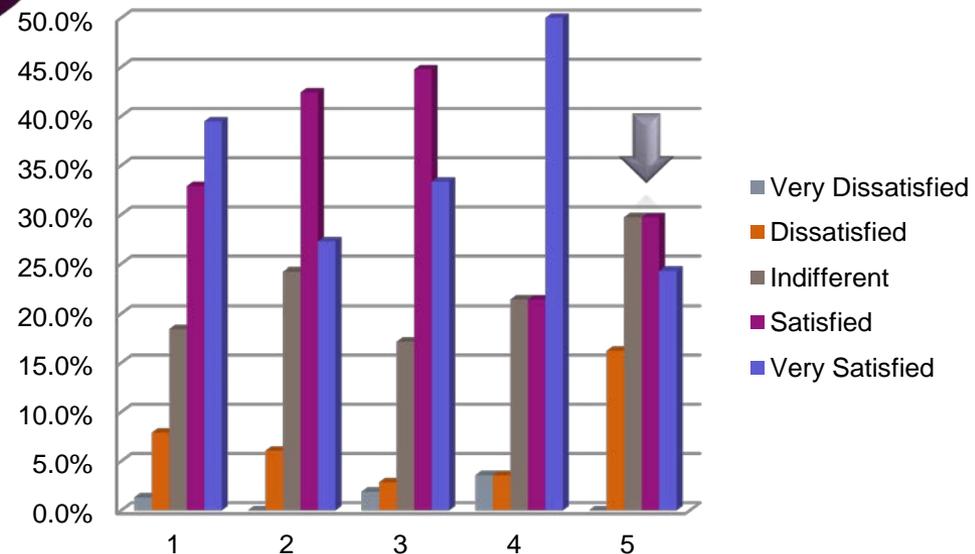


Street Cleaning

Overall Results

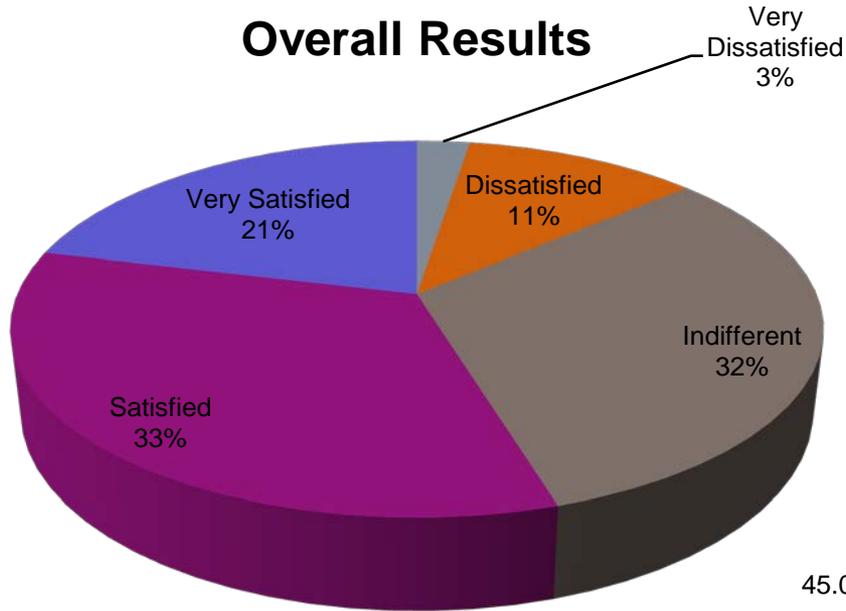


Satisfaction by Police Zone

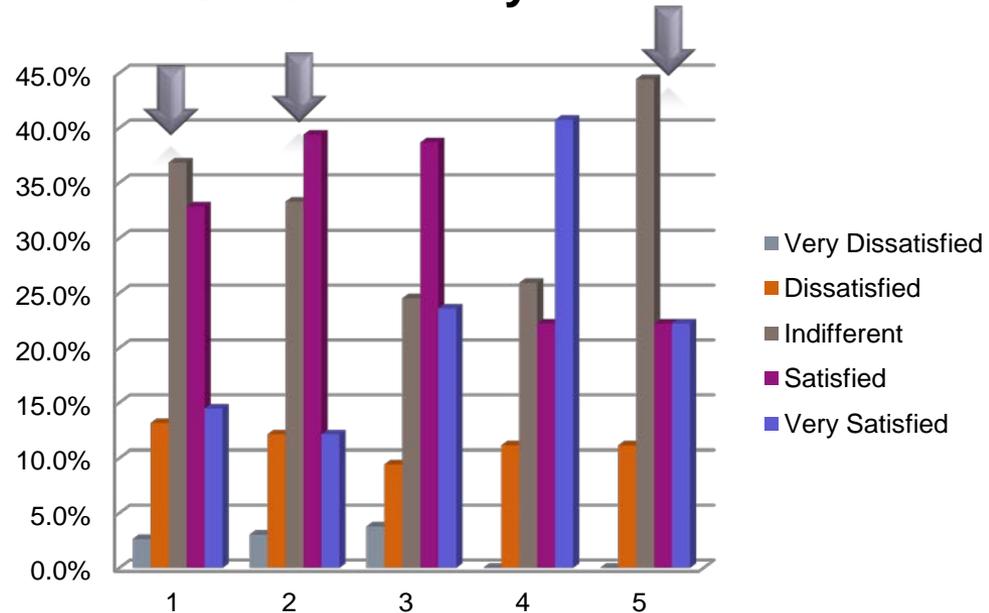


Street Repair

Overall Results

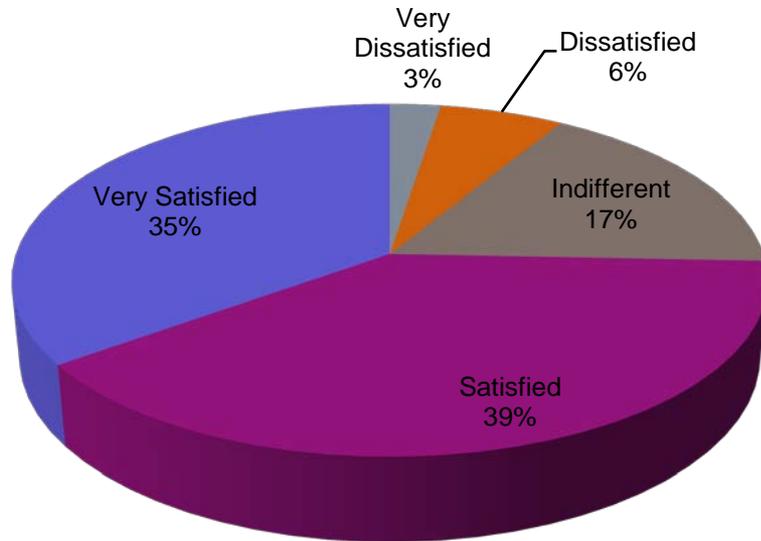


Satisfaction by Police Zone

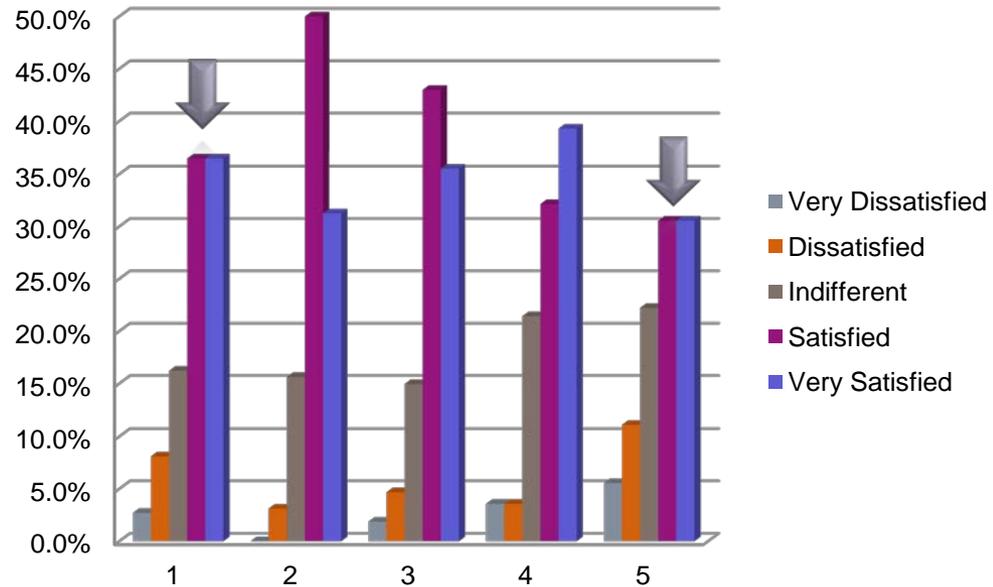


Snow Plowing

Overall Results

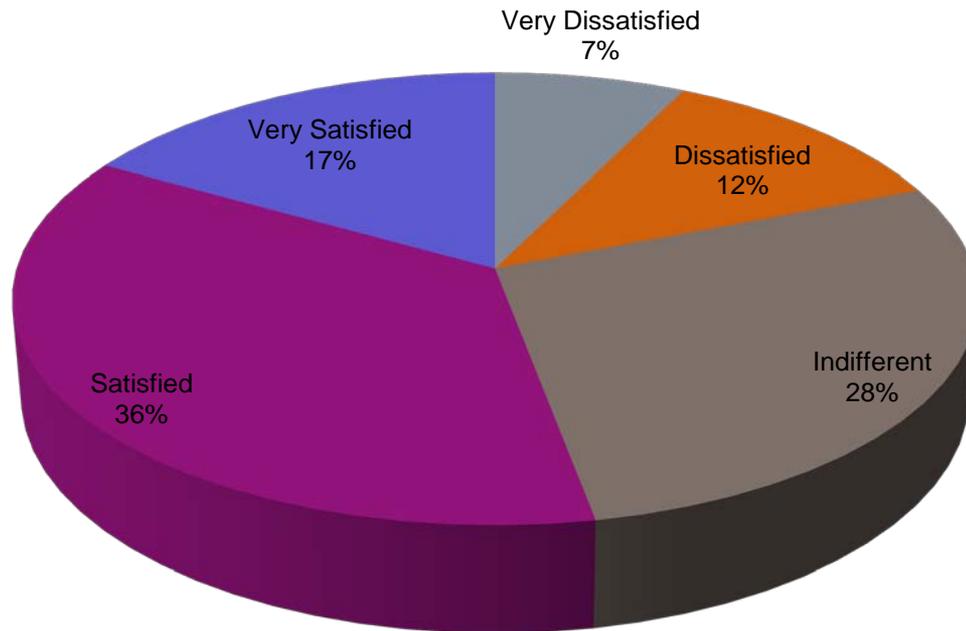


Satisfaction by Police Zone



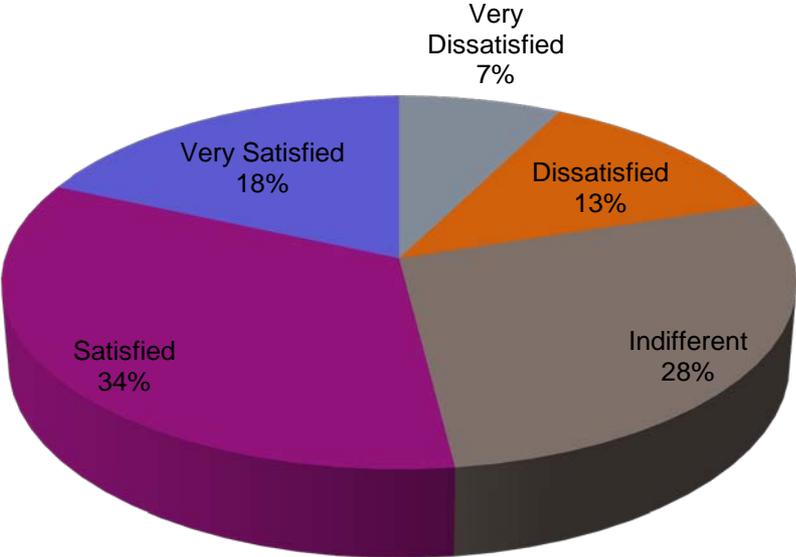
Sidewalk Repair

Overall Results

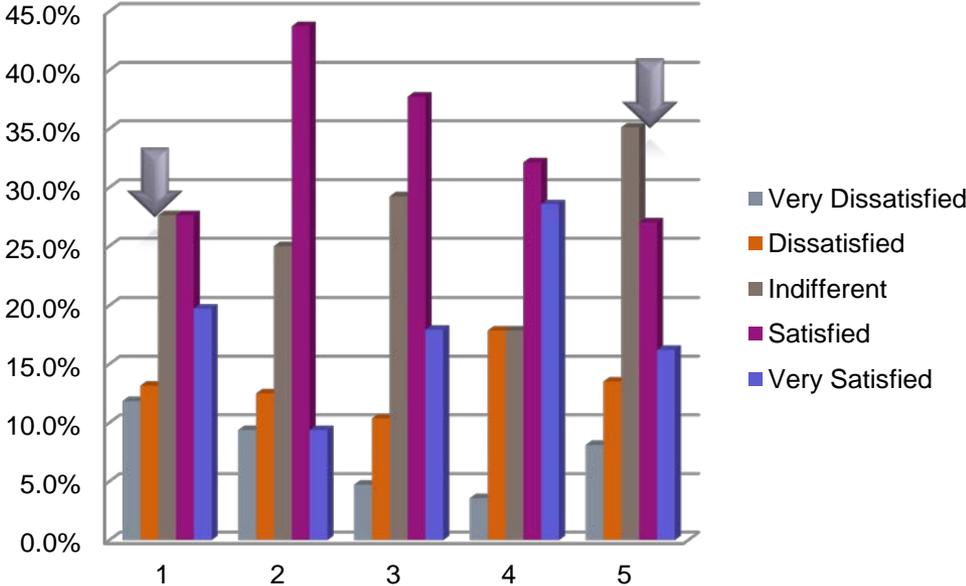


Storm Drainage

Overall Results

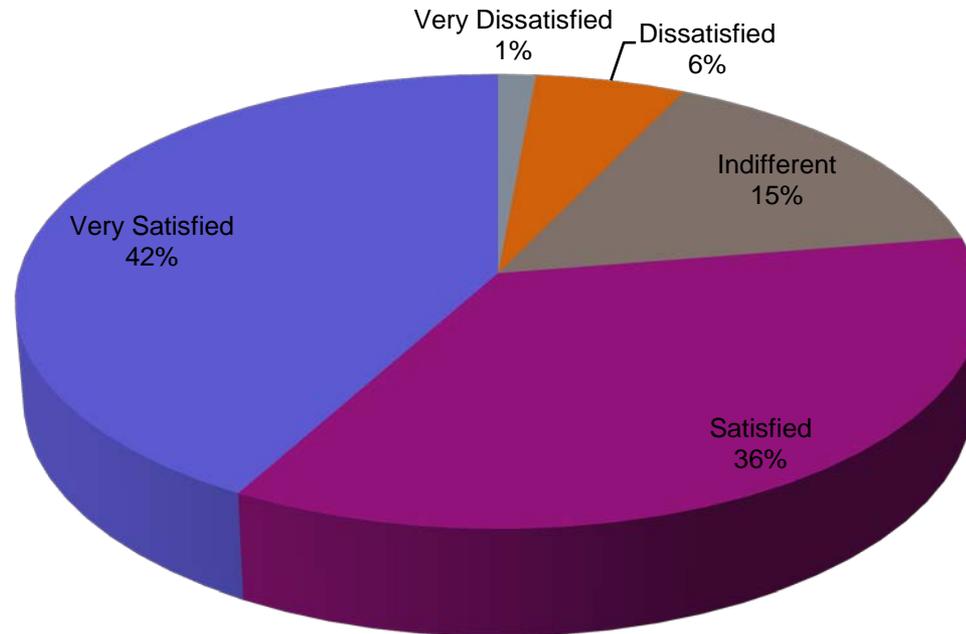


Satisfaction by Police Zone



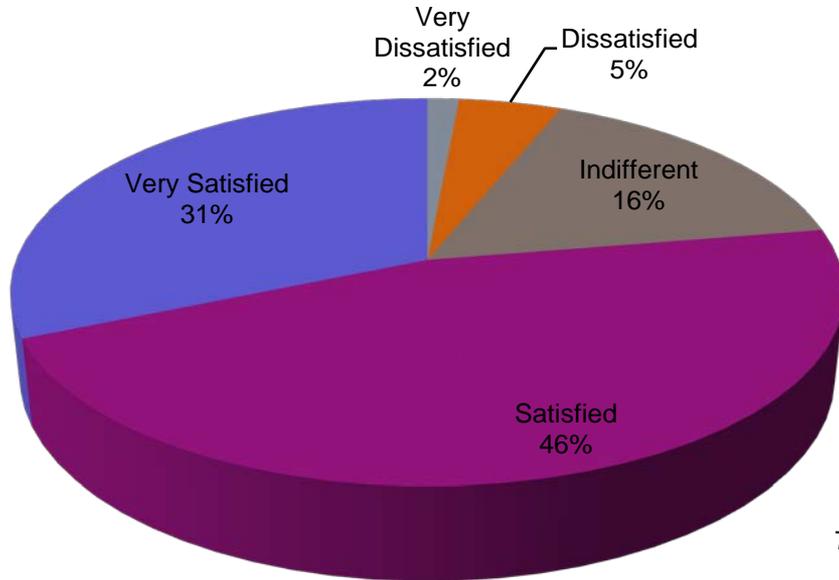
Drinking Water

Overall Results

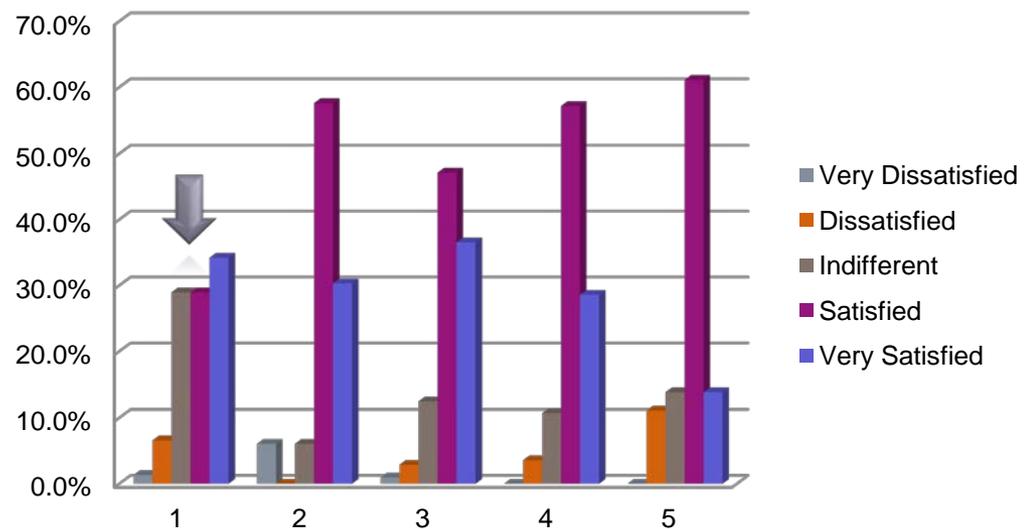


Borough Parks

Overall Results

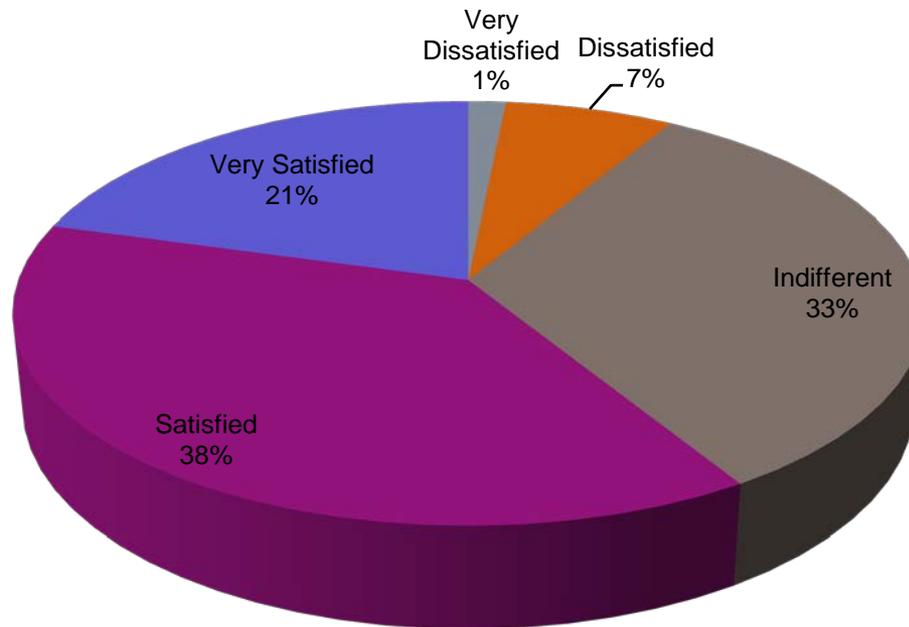


Satisfaction by Police Zone



Recreation Programs / Classes

Overall Results



Conclusion:

- Satisfaction with Services is Very High.
- Some Infrastructure has slightly lower ratings.

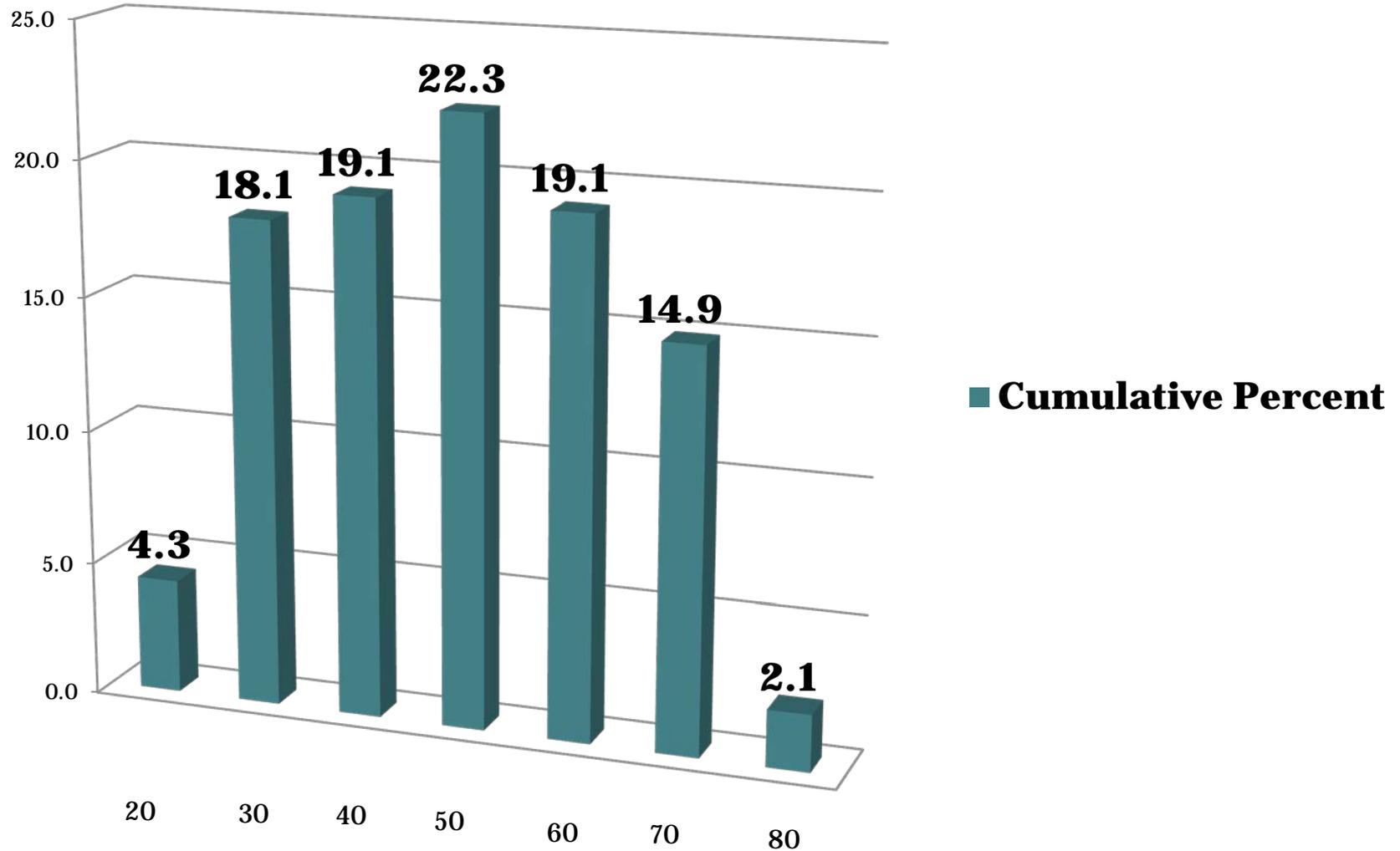
Satisfaction with Borough Employees

Louise Duvall

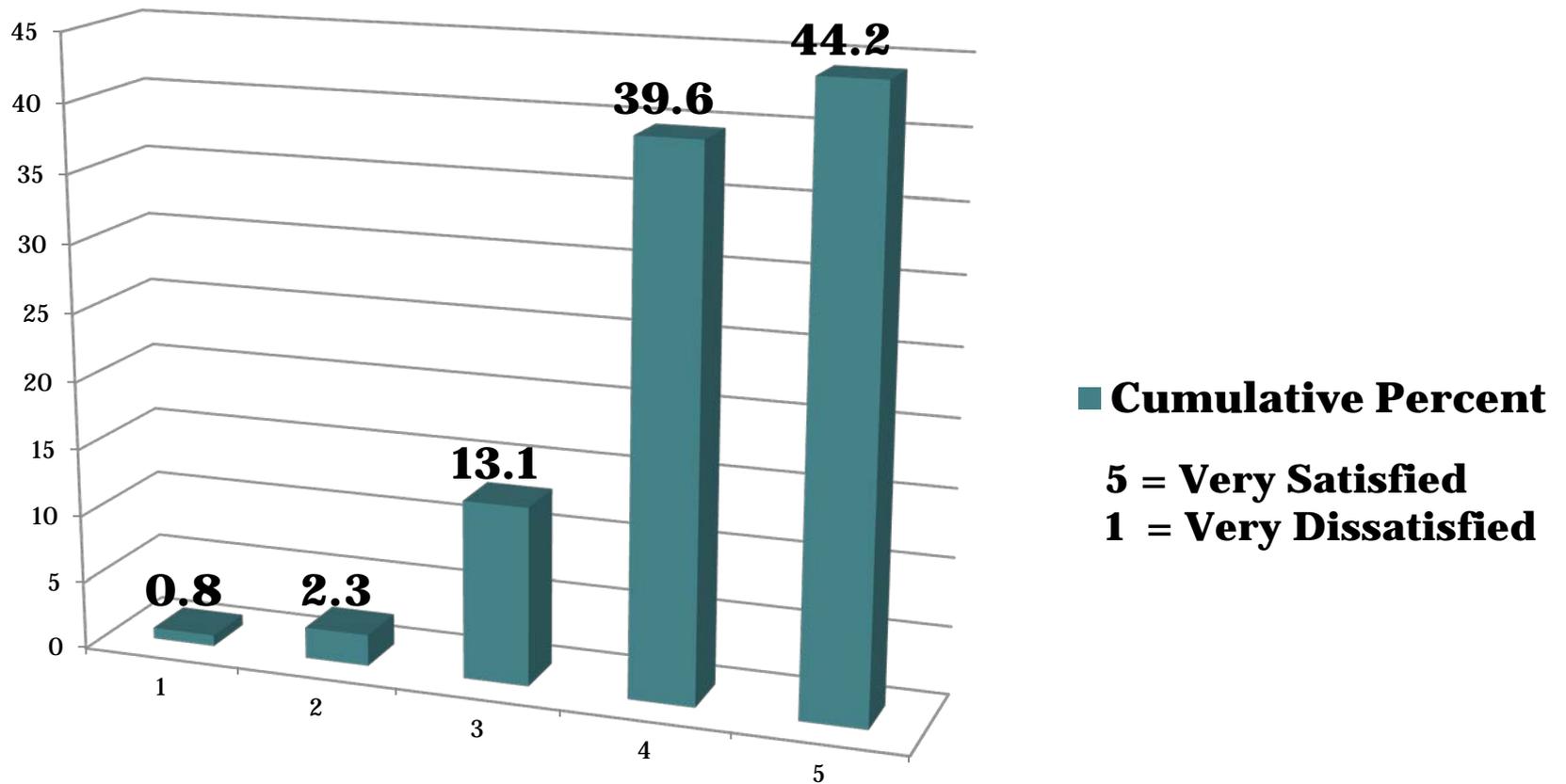


}

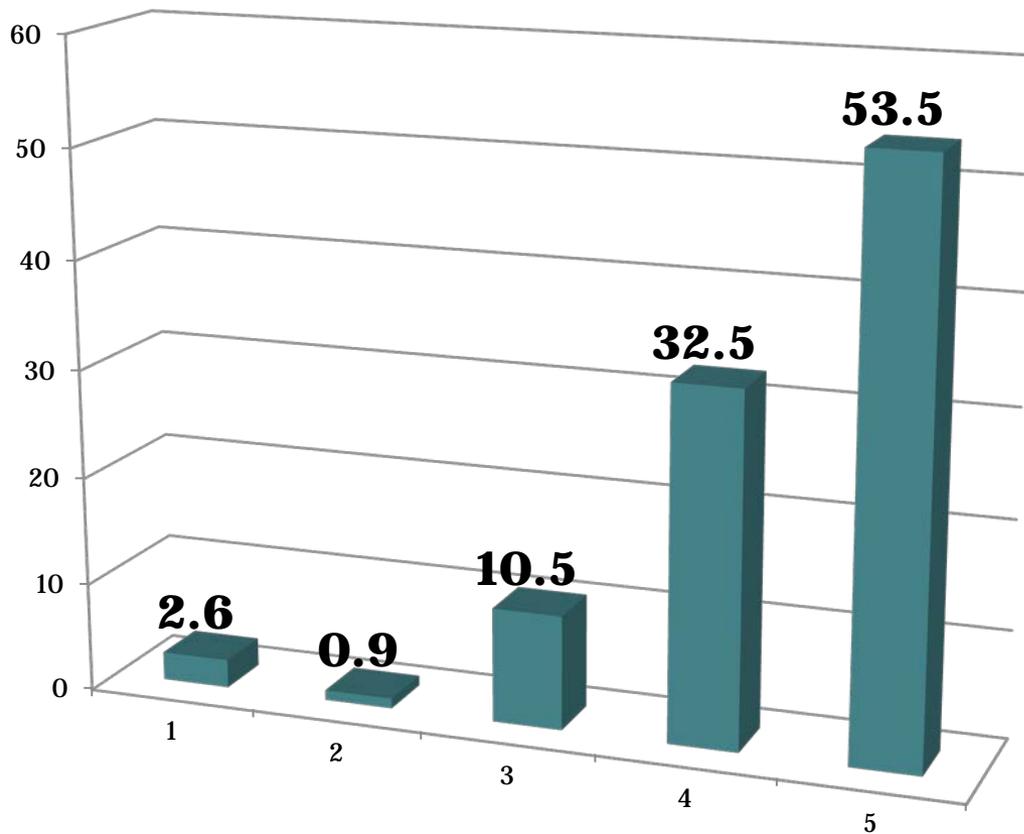
Employee Contact by Age Group



Employee Responsiveness



Employee Courtesy

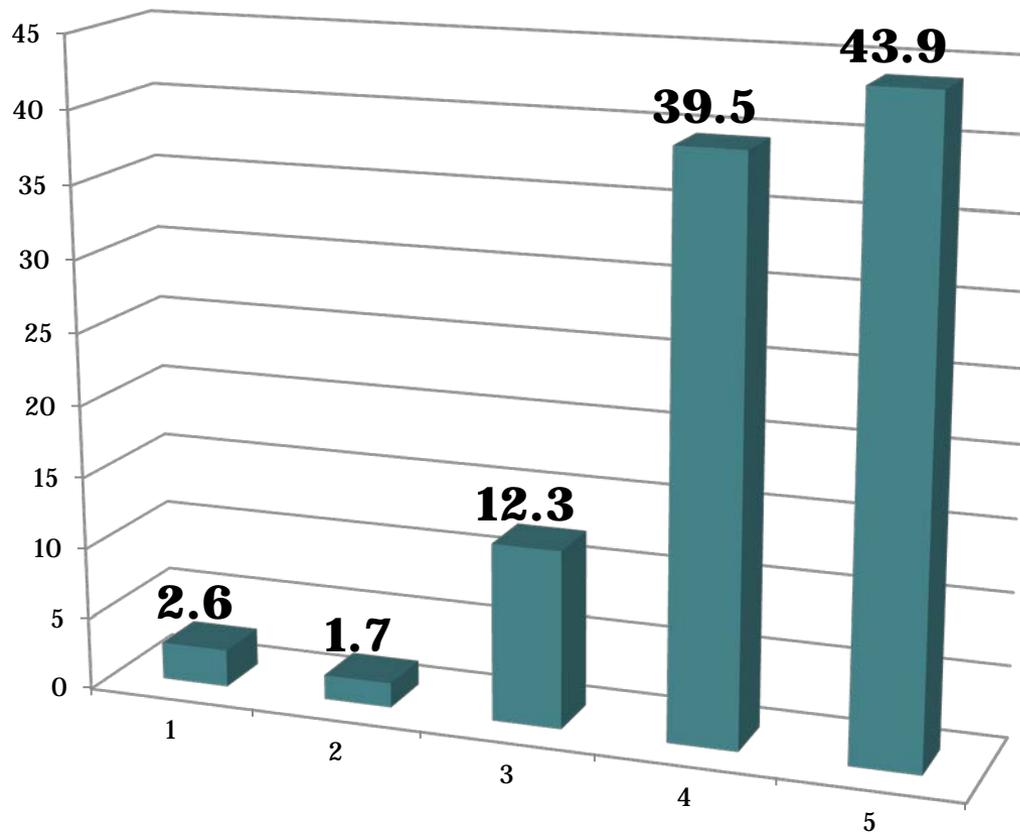


■ **Cumulative Percent**

5 = Very Satisfied

1 = Very Dissatisfied

Overall Impression



■ **Cumulative Percent**

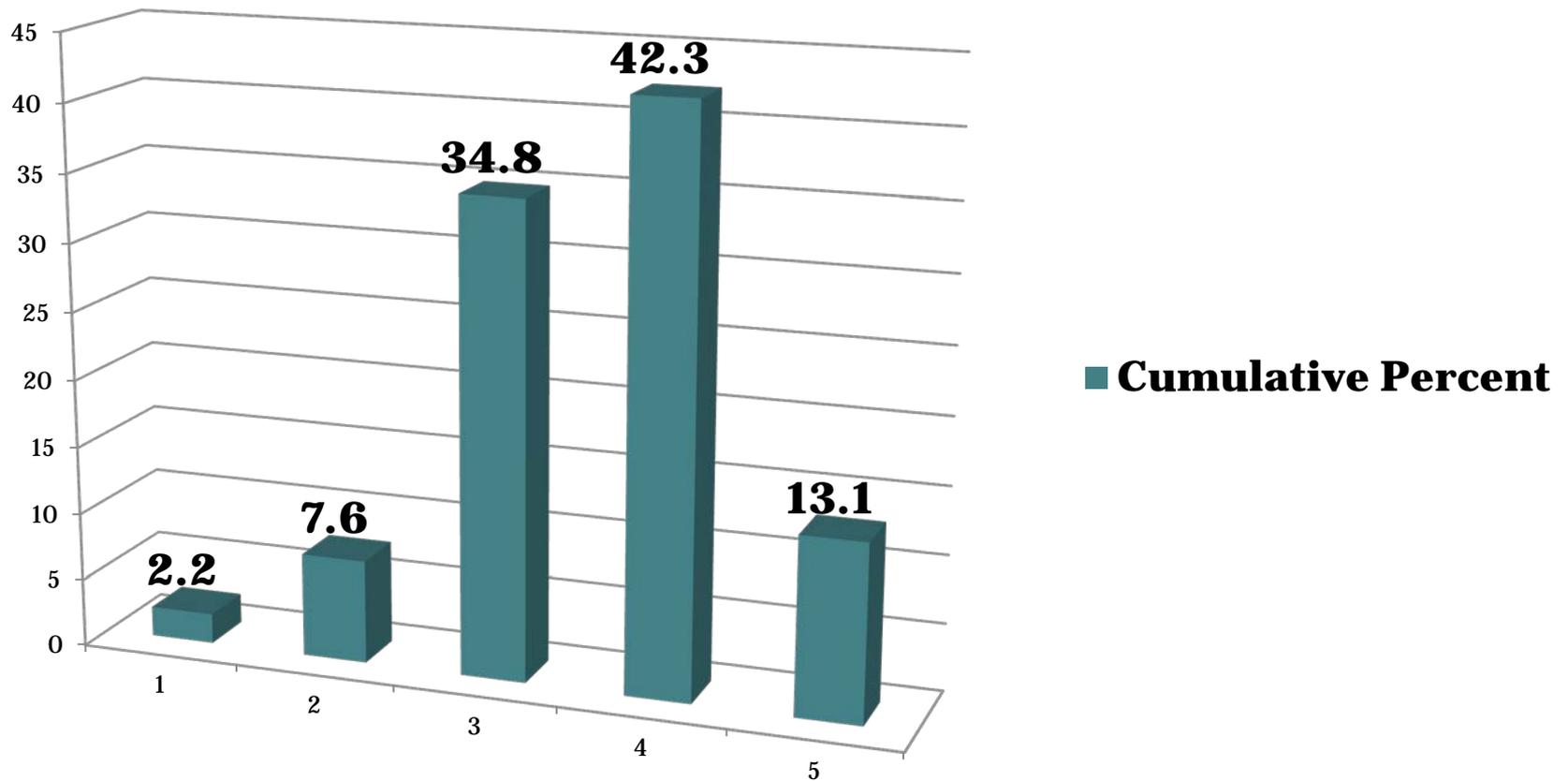
5 = Very Satisfied

1 = Very Dissatisfied

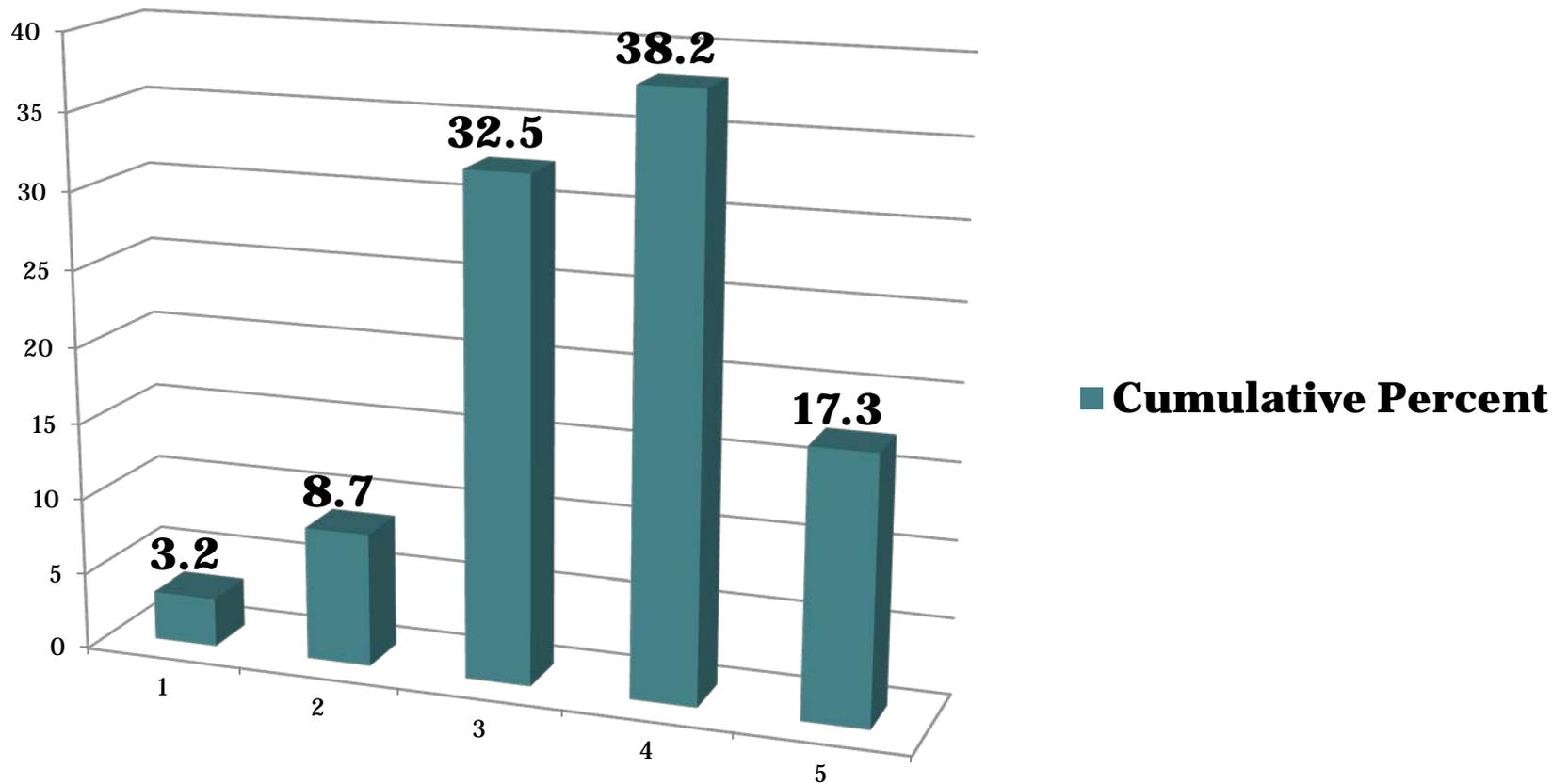
Please rate how strongly you agree or disagree with the following questions:



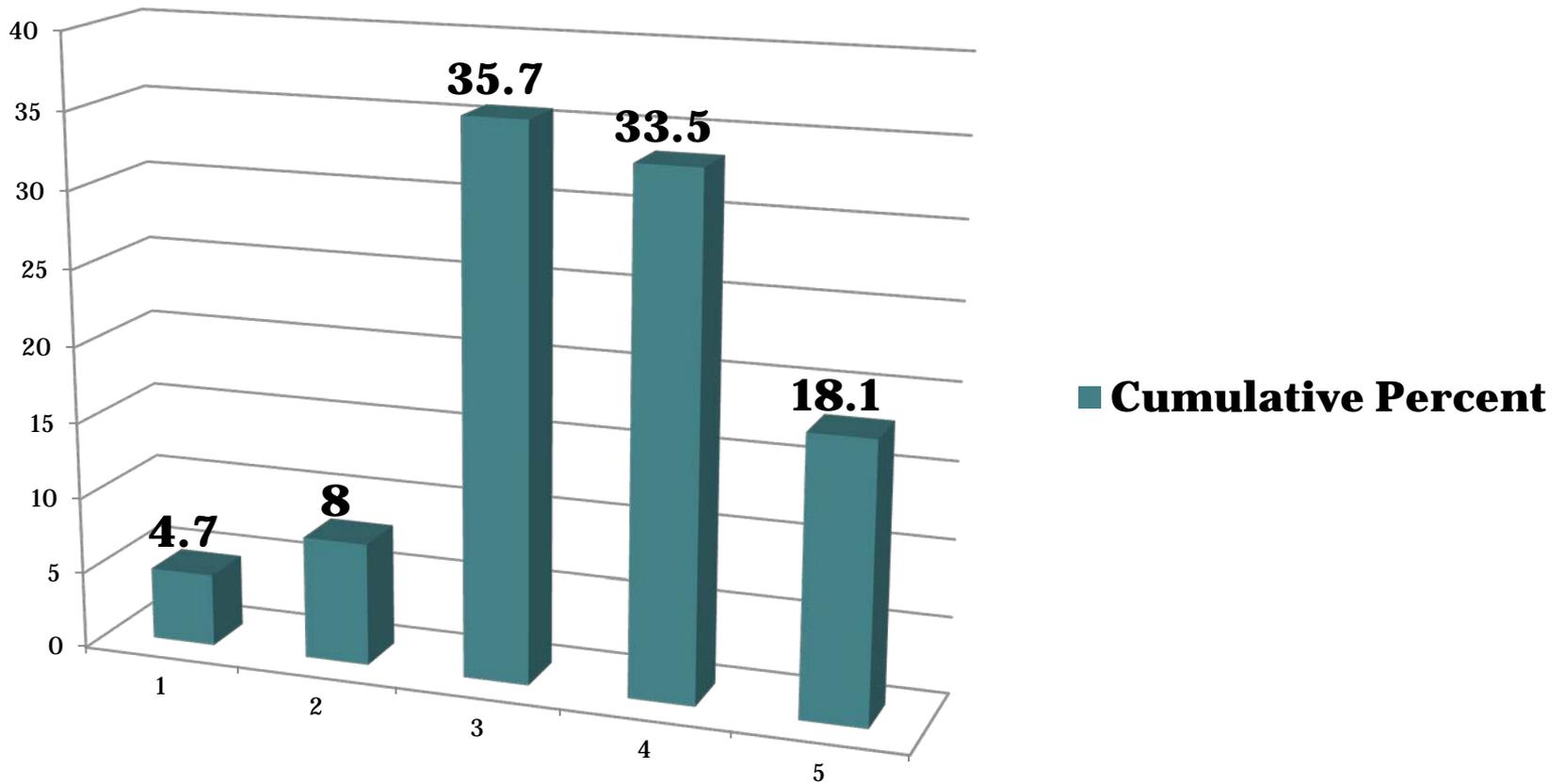
I Receive Good Value for My Taxes



I am Pleased with Borough's Overall Direction



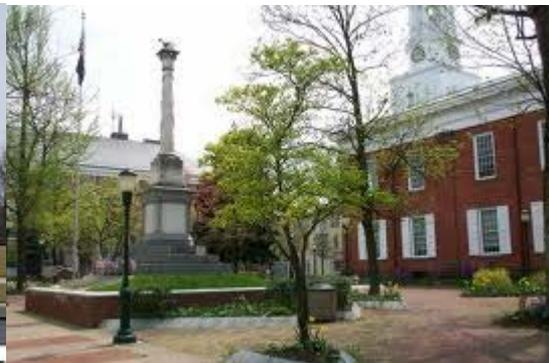
The Borough Government Listens to its Citizens



CONCLUSION

- High Satisfaction with Borough Employees based on direct contact
- Moderate Satisfaction with Borough Government
- Possibly an impressive record these days?

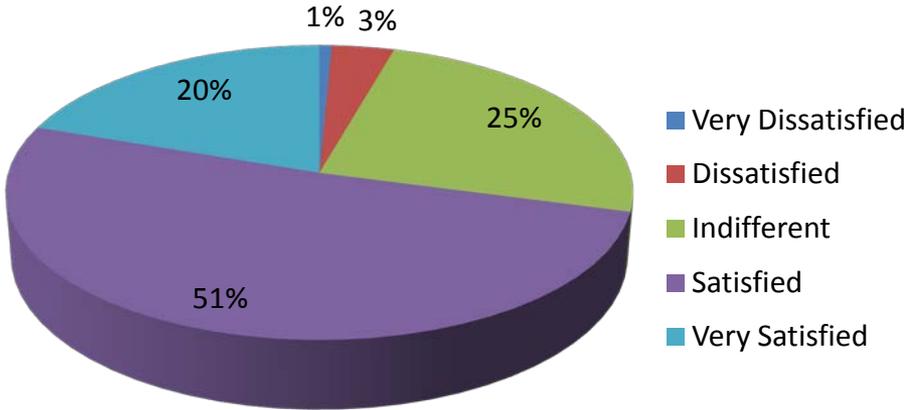
Area and Neighborhood Conditions



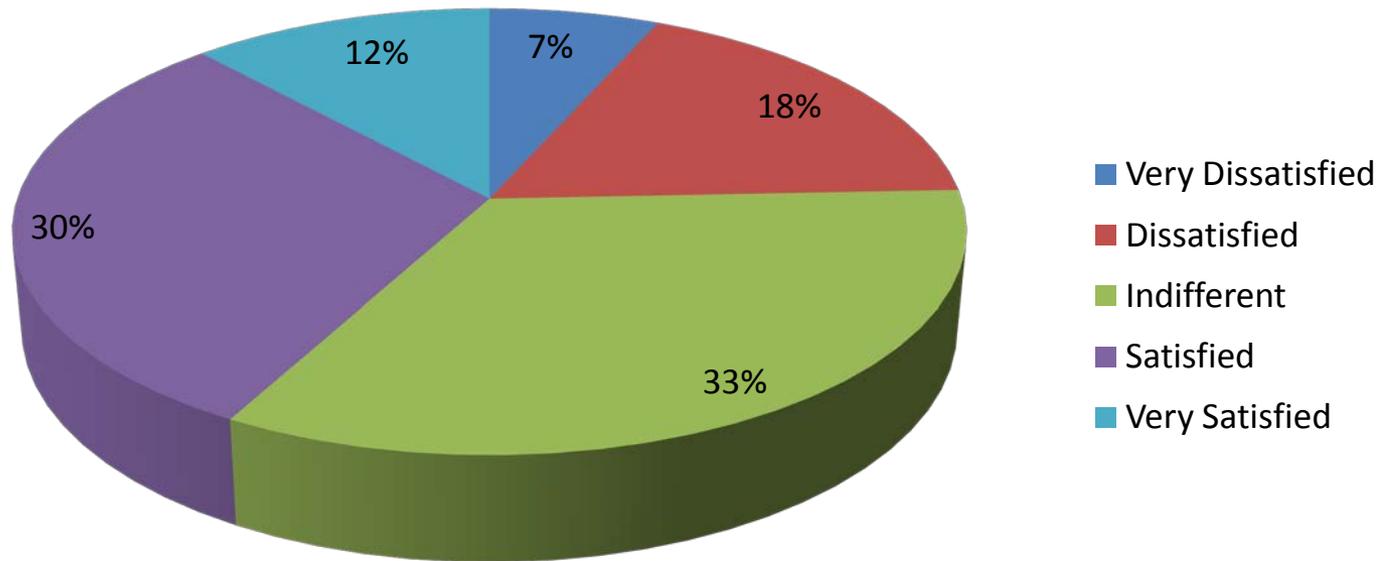
*Satisfaction with the
Carlisle Area*

Carlisle Appearance

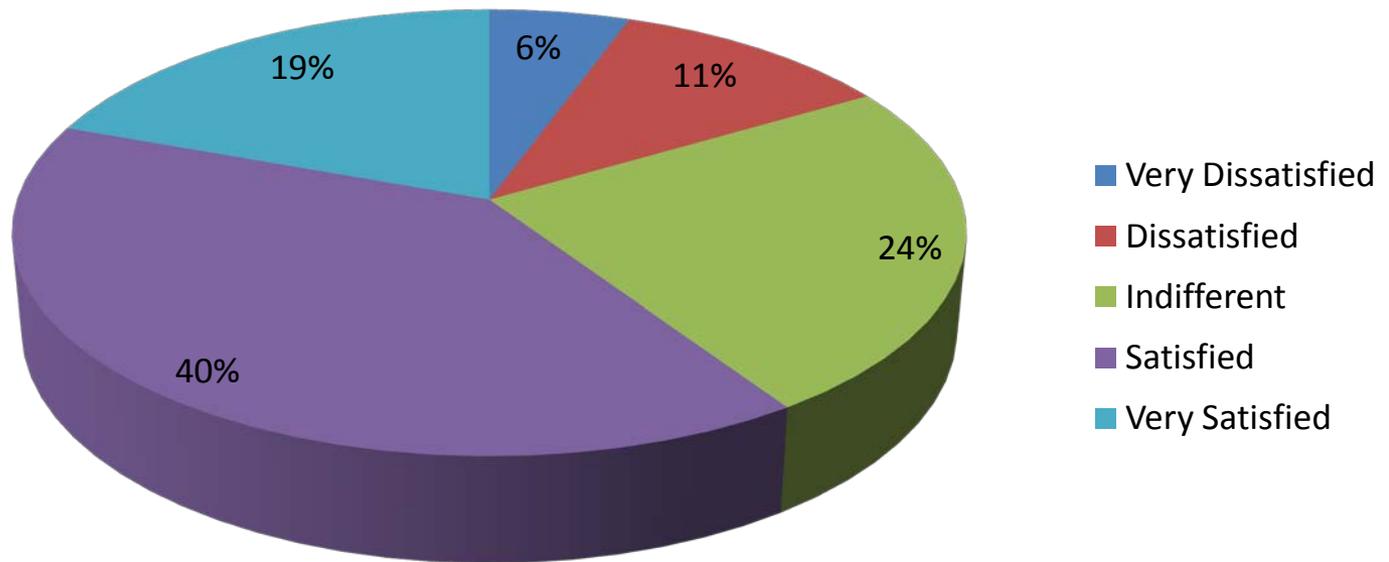
	Frequency	Percent
Very Dissatisfied	2	.7 %
Dissatisfied	10	3.6 %
Indifferent	68	24.8 %
Satisfied	140	51.1 %
Very Satisfied	54	19.7 %
Total	274	100.0 %



Carlisle Area Shopping

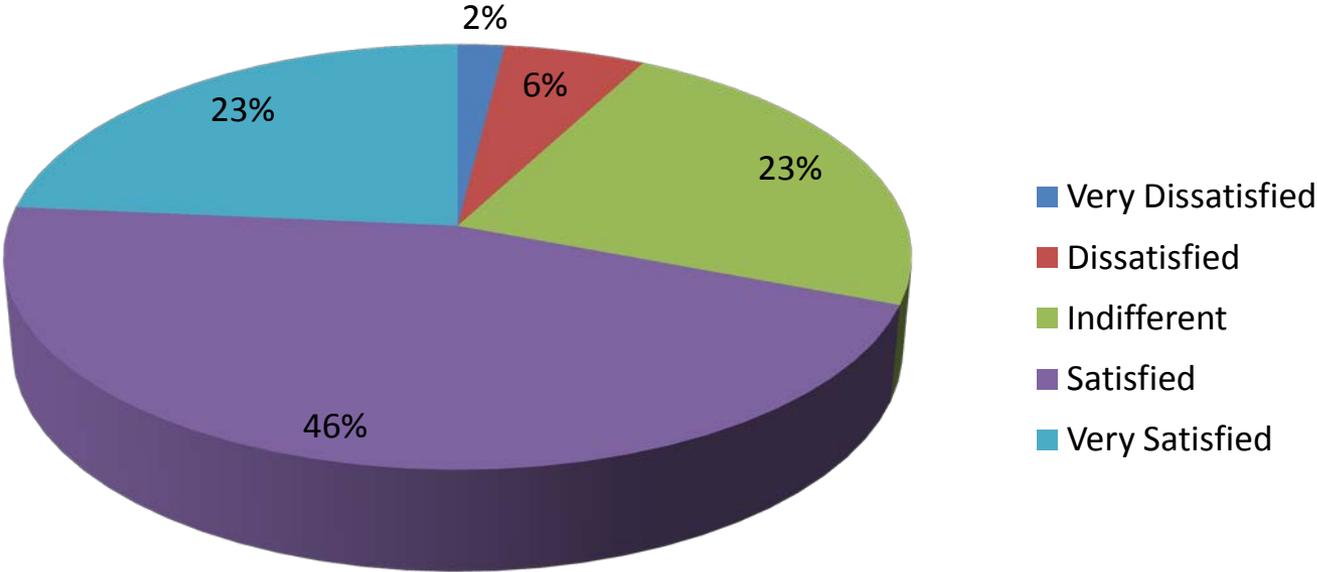


Carlisle Air Quality

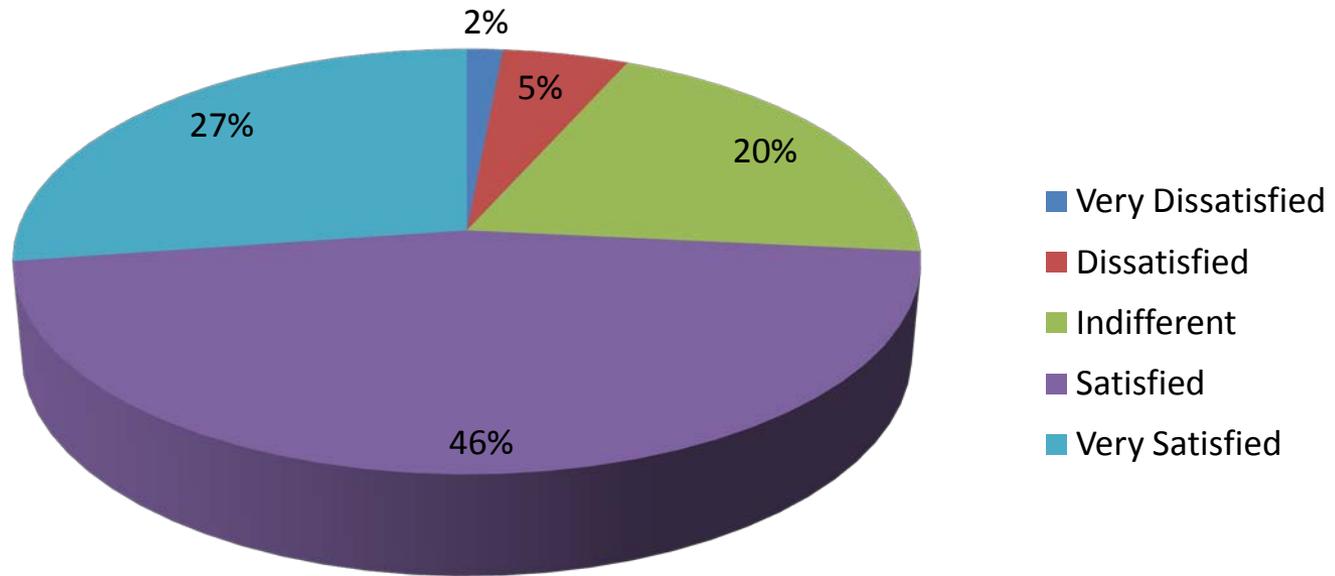


}

Satisfied Raising Kids in Carlisle



Satisfied with Living in Carlisle



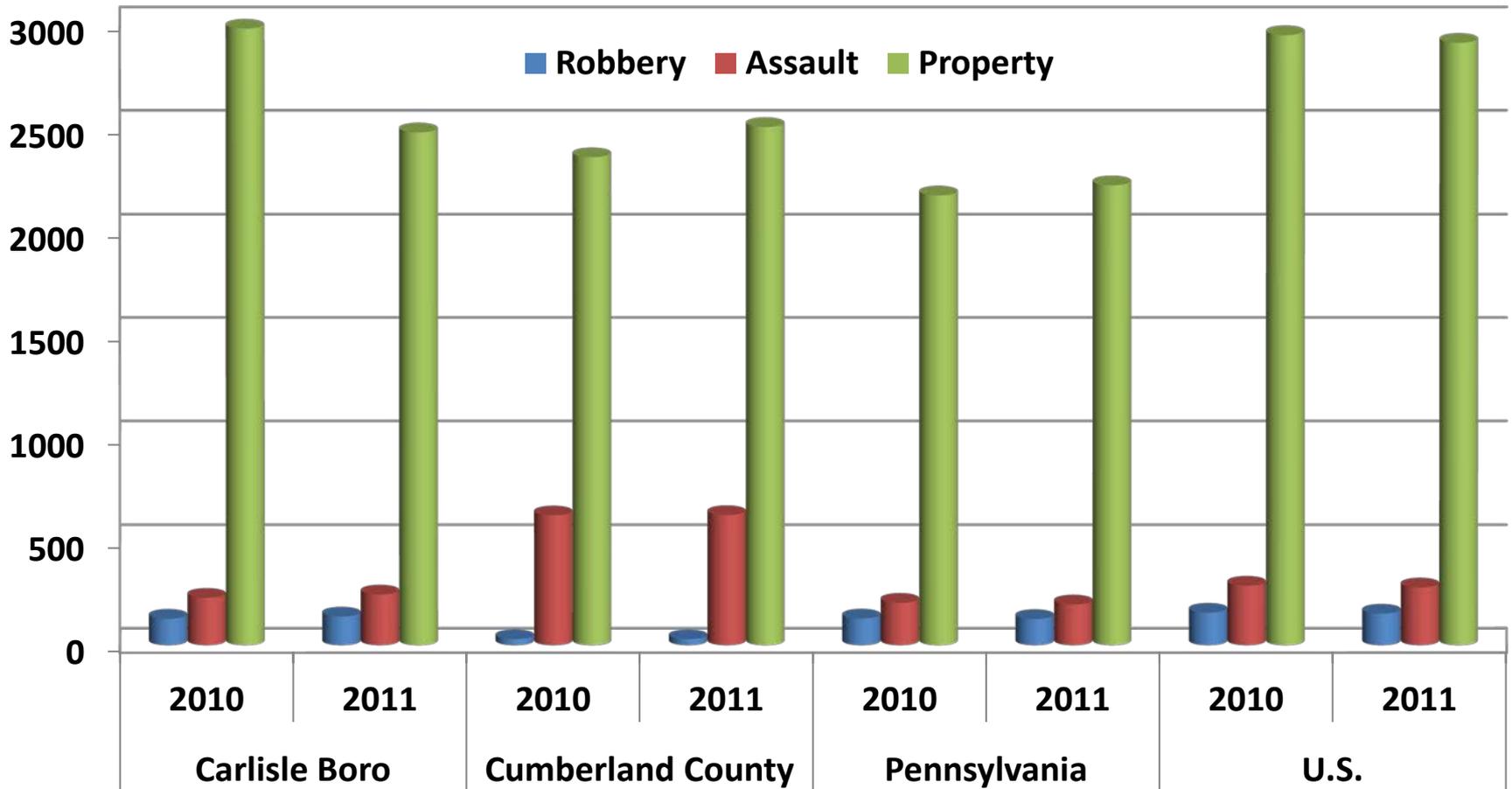
CONCLUSION

- ❑ High Satisfaction for Nearly All Categories
- ❑ Area Shopping Has the Lowest Satisfaction Level

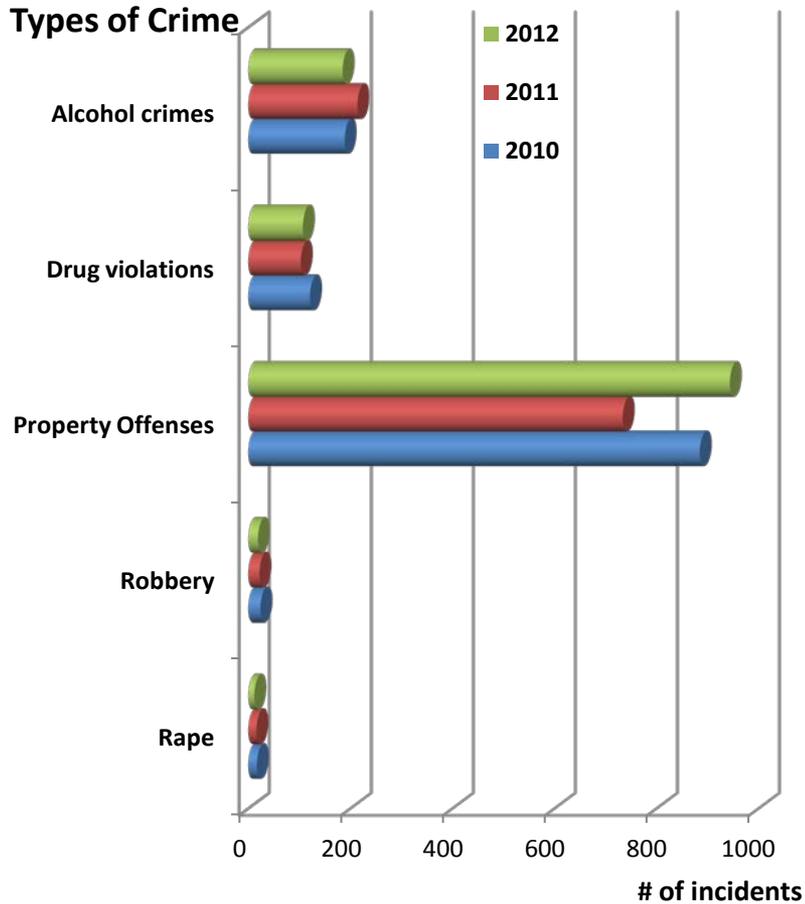
Crime and Safety: Crime Rates and Safety Concerns



Reported Crimes Per 100,000 inhabitants (F.B.I.)

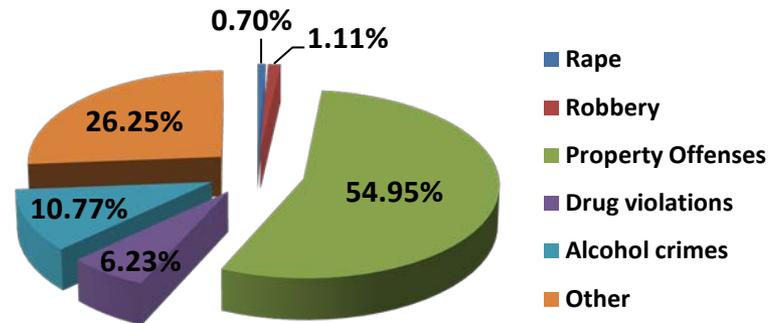


Known Offenses in Carlisle (PA Uniform Crime Report)



Crime Type Comparison in 2012

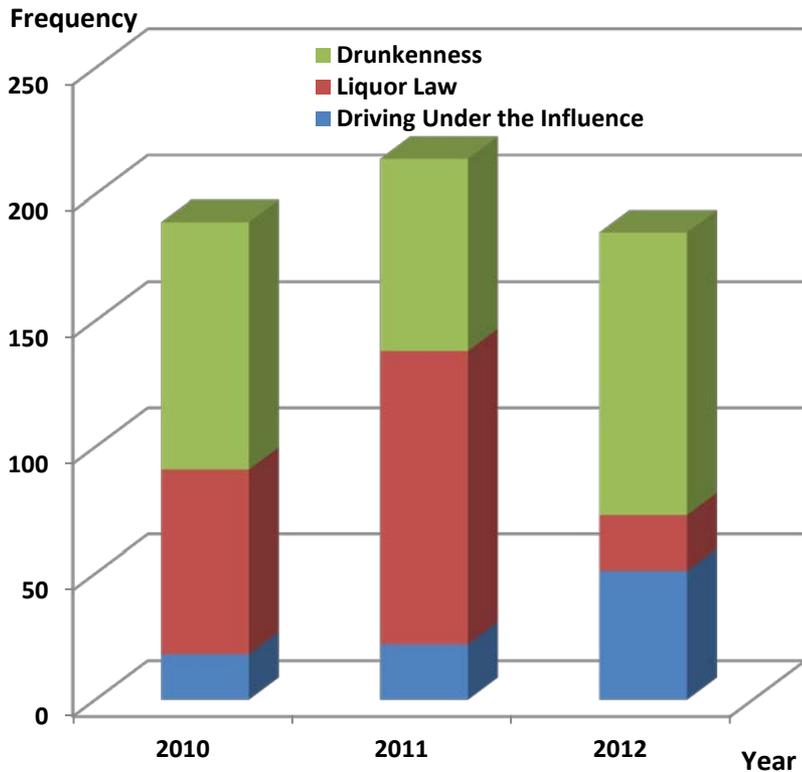
There were total of **1,718** actual offenses known in 2012.



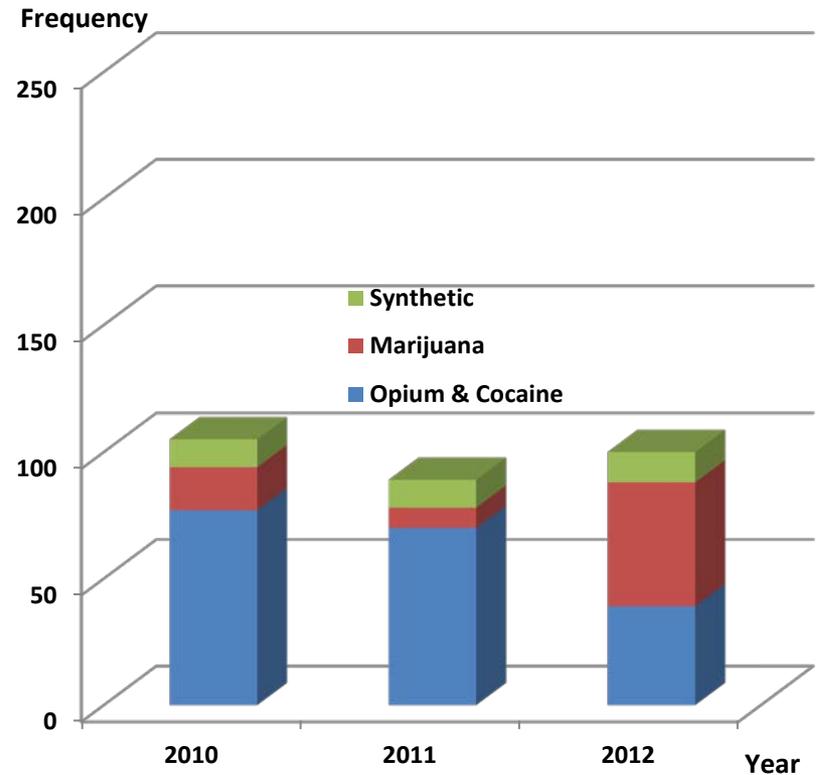
There were **0** known murder and manslaughter cases for last 3 years.

Substance Abuse Crimes in Carlisle

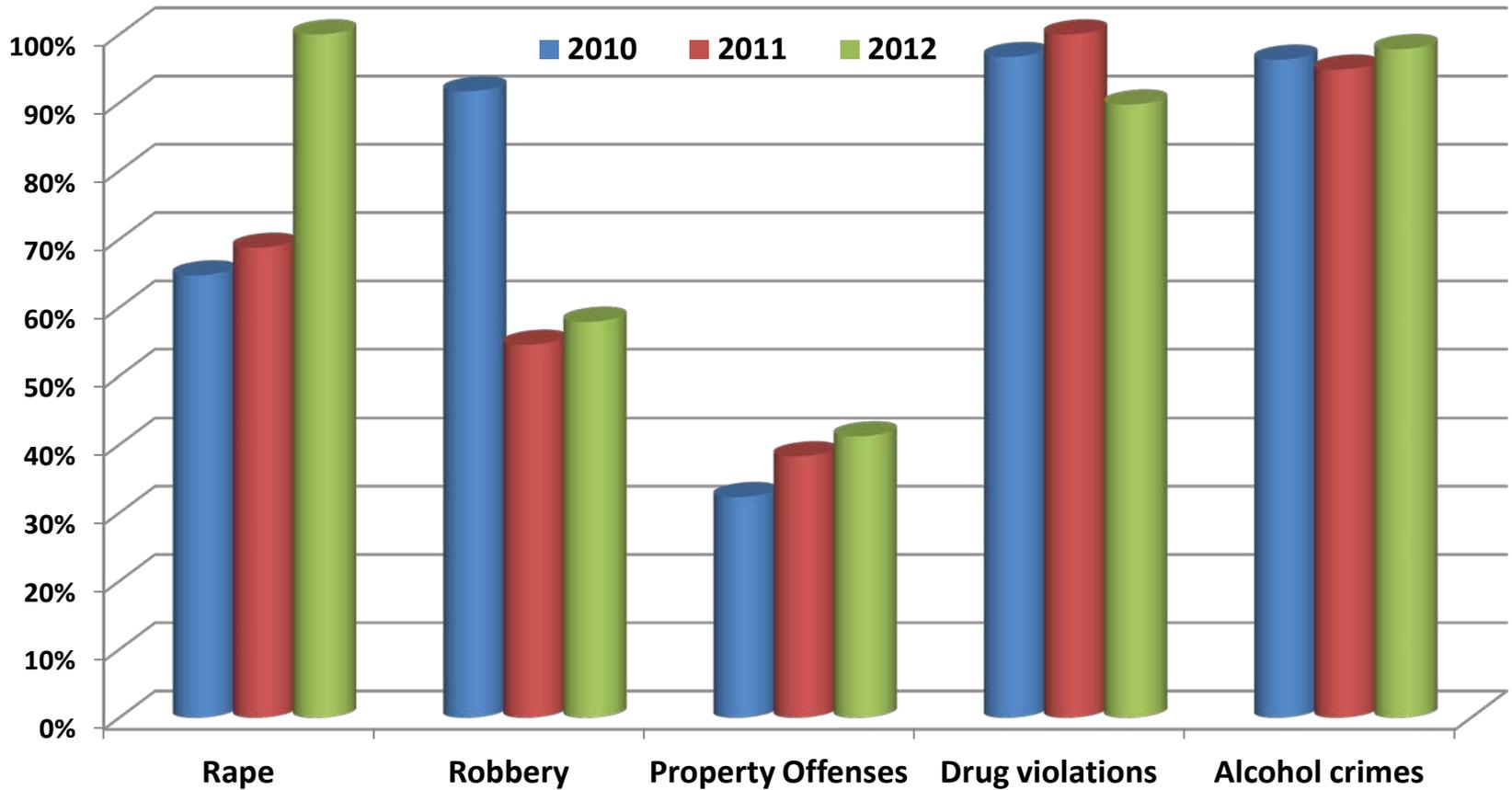
Alcohol Crimes



Drug Mfg./Possession/Sale



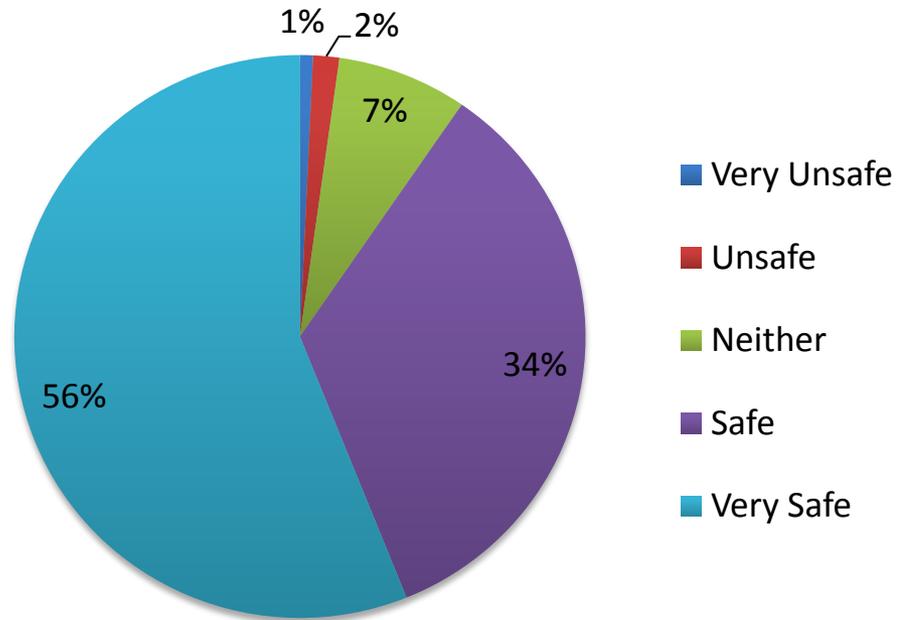
Percent of Actual Offenses Cleared/Solved in Carlisle



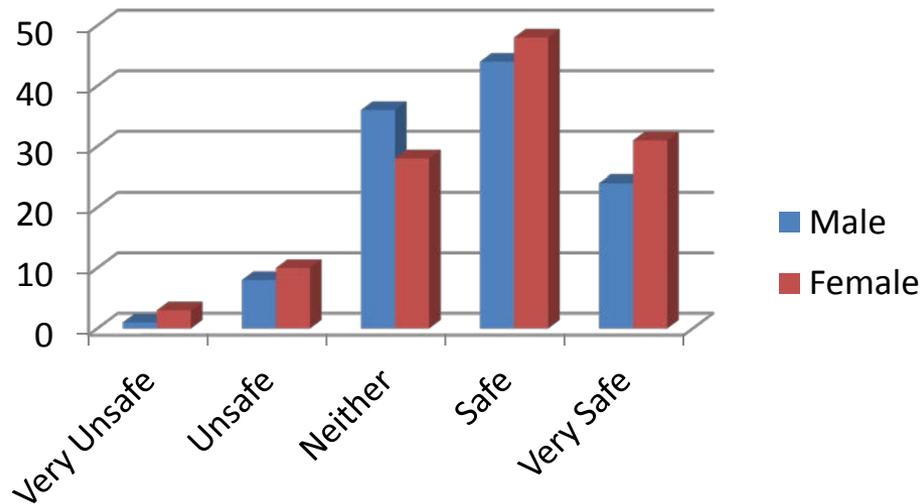
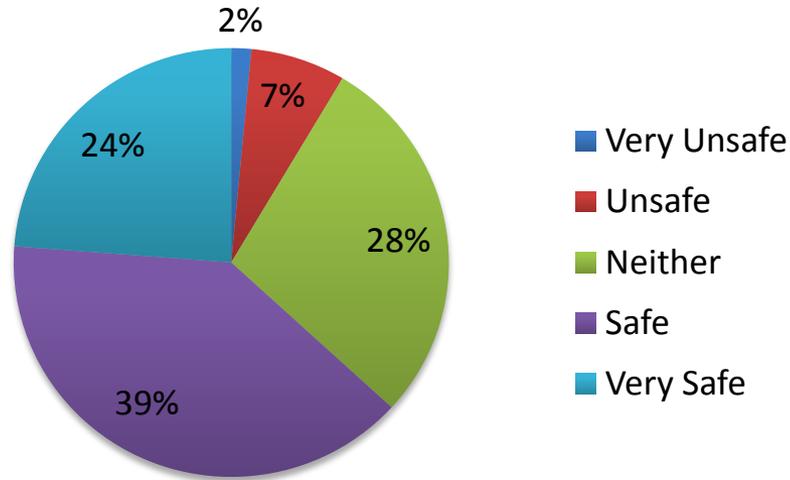
Attitudes Towards Safety & Crime

The Question: Please rate how safe you feel in the following situations. 5 means very safe, 1 means very unsafe, and so forth.

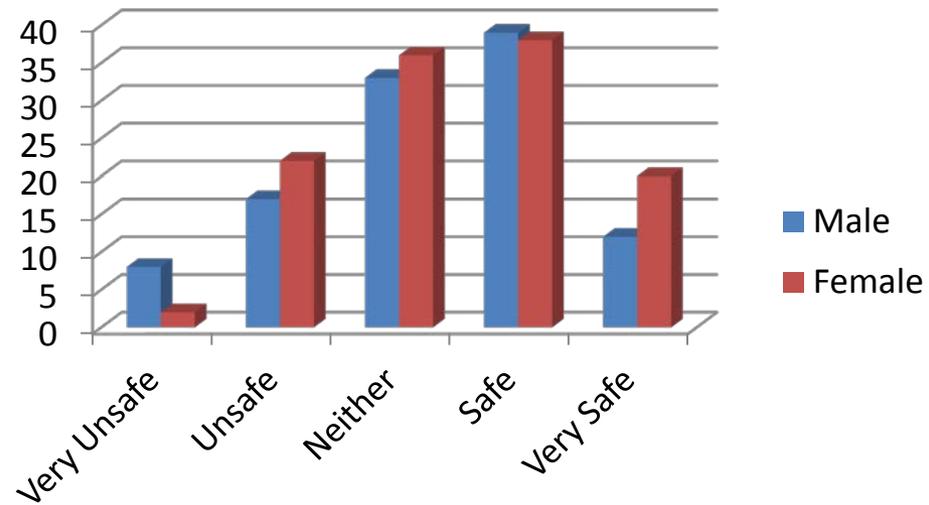
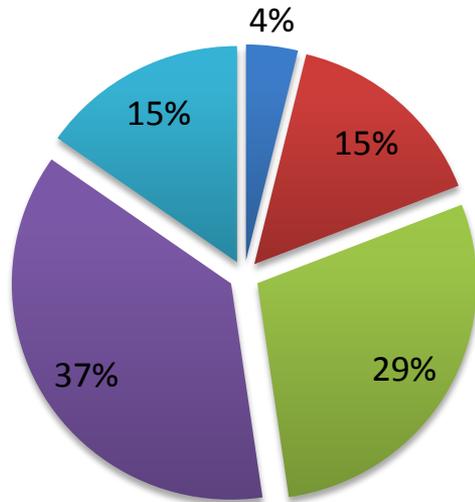
Feel Safe During Day? (Similar for all locations)



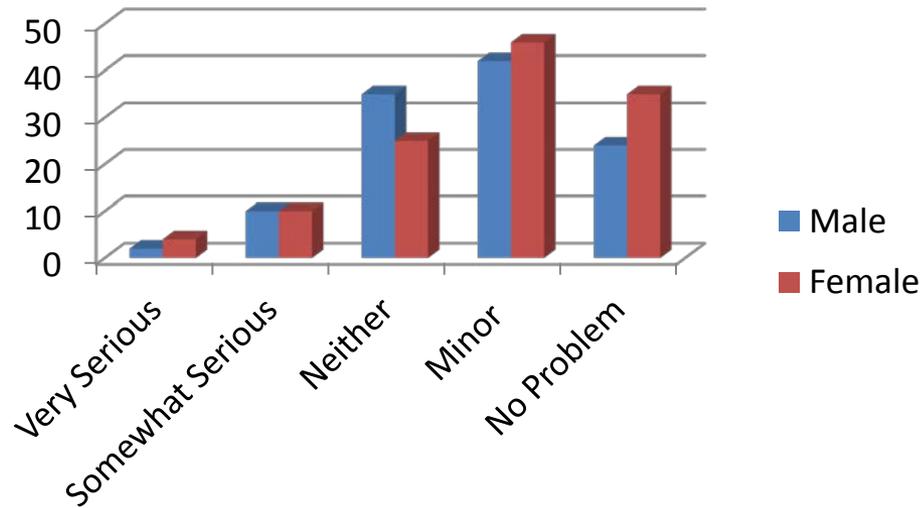
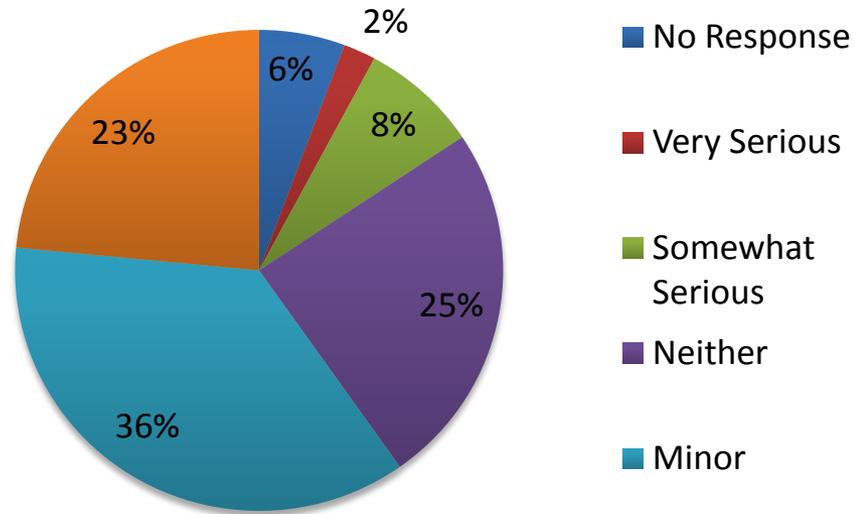
Feel Safe in Neighborhood At Night?



Safe In Downtown Carlisle At Night?

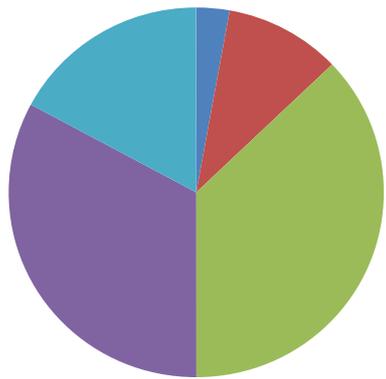


Neighborhood Crime



Crime Problem by Neighborhood

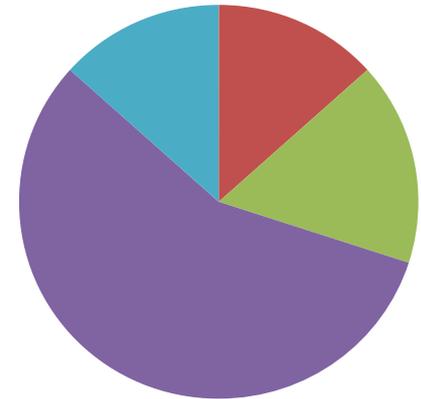
Police Zone 1



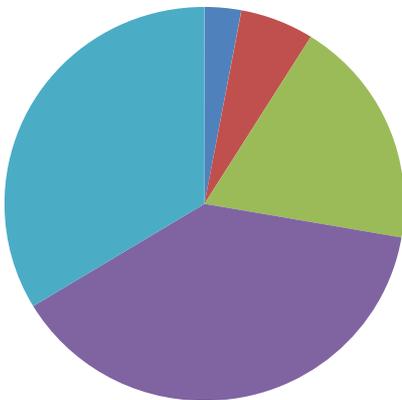
- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem

- 9.9% of survey participants consider drugs to be a serious problem

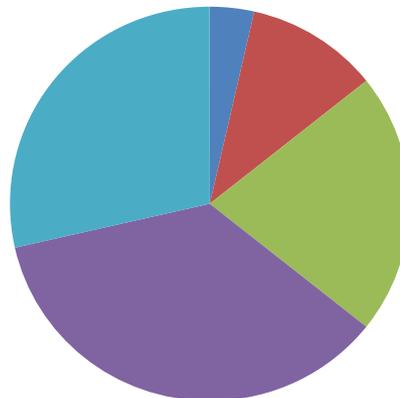
Police Zone 2



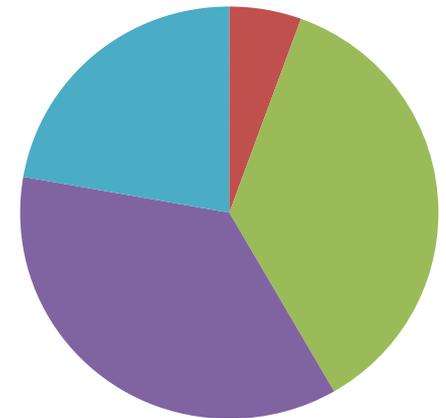
Police Zone 3



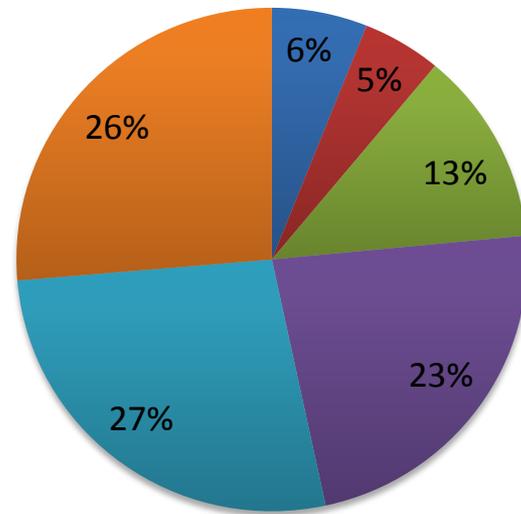
Police Zone 4



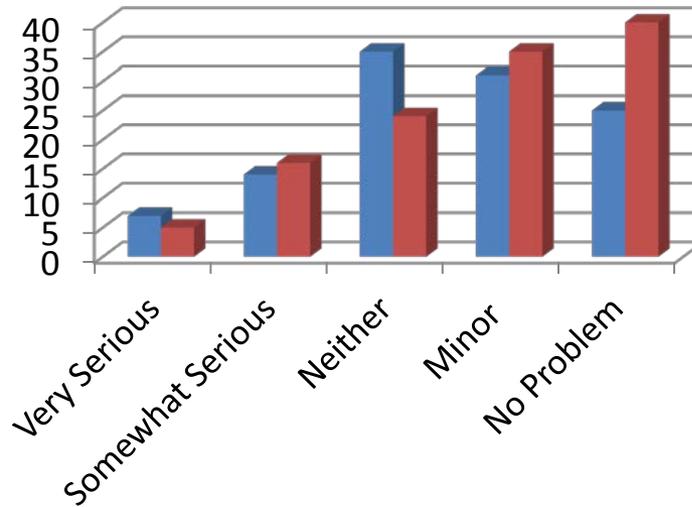
Police Zone 5



Neighborhood Drugs



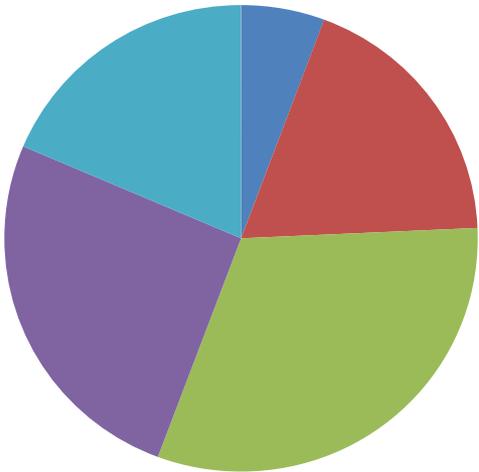
- No Response
- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem



- Male
- Female

Drug Problem by Neighborhood

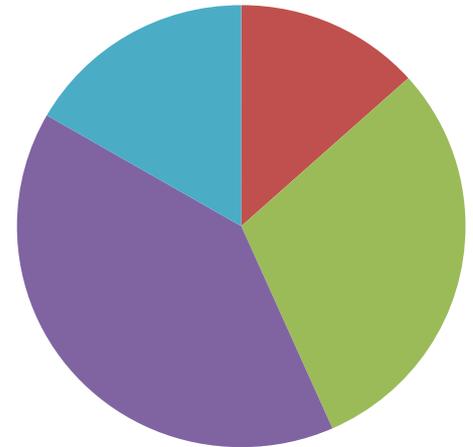
Police Zone 1



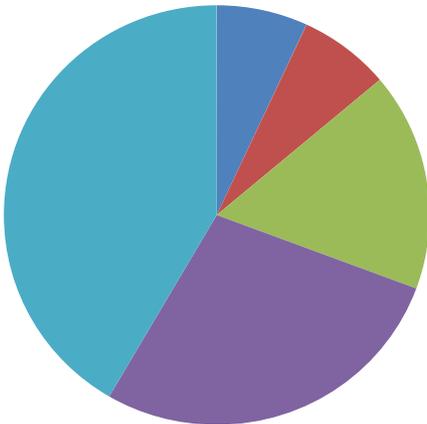
- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem

- 17.5% of survey participants consider drugs to be a serious problem

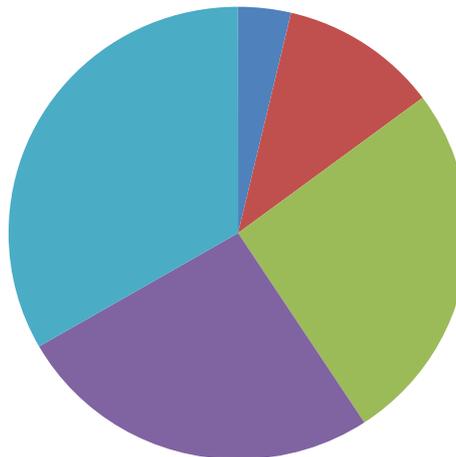
Police Zone 2



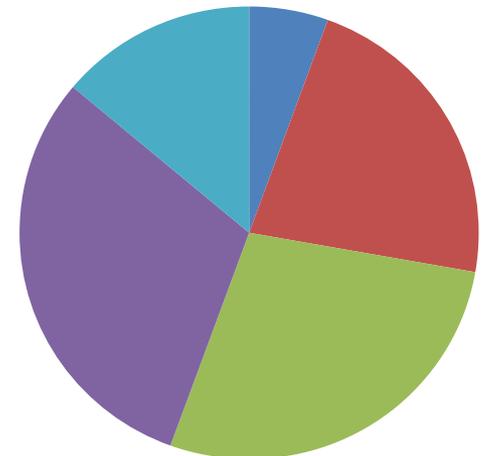
Police Zone 3



Police Zone 4

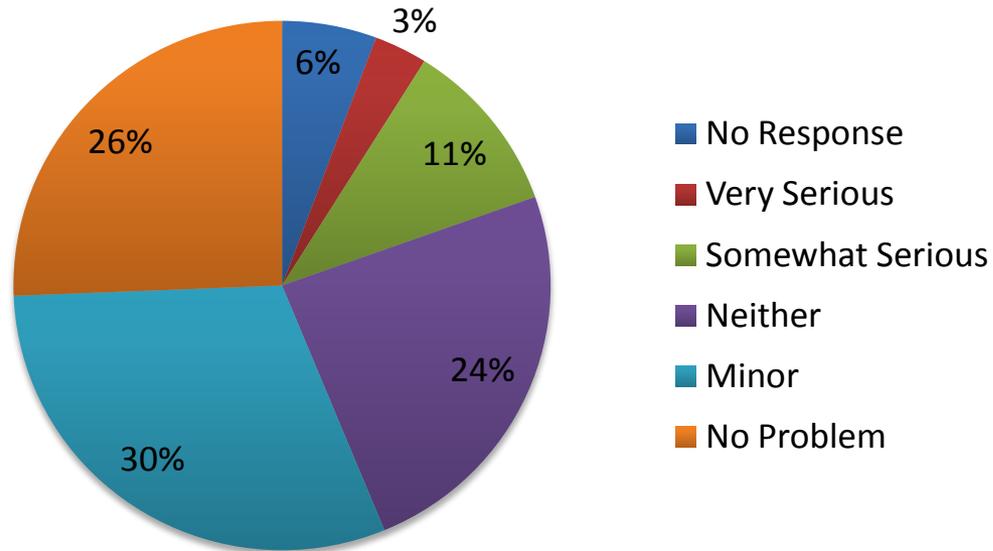


Police Zone 5



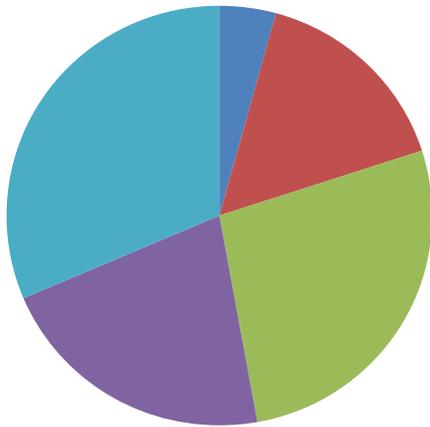
*Other Neighborhood
Concerns*

Neighborhood Noise



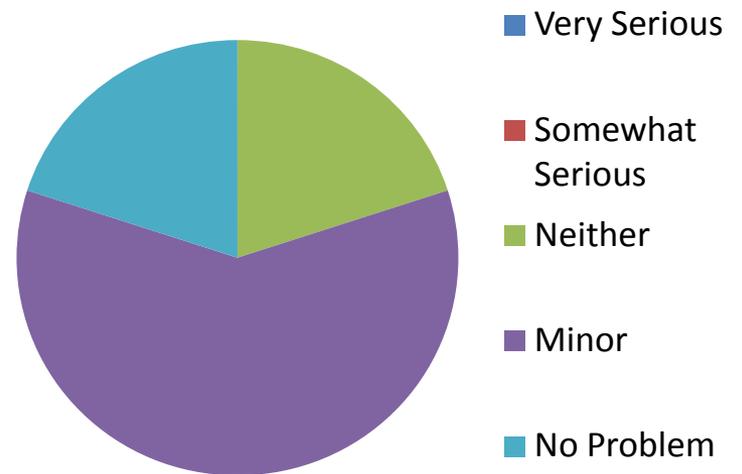
Noise Problem by Neighborhood

Police Zone 1

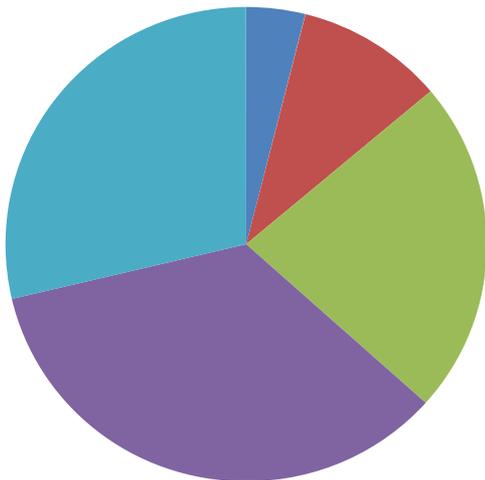


- 13.9% of participants consider noise to be a serious problem

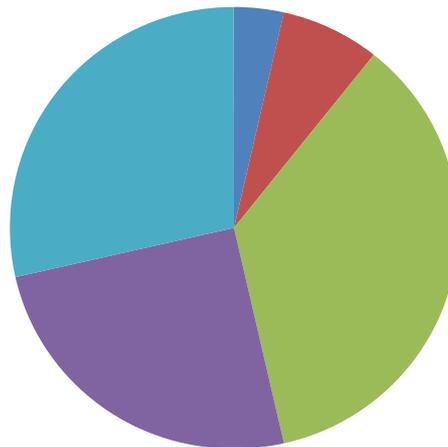
Police Zone 2



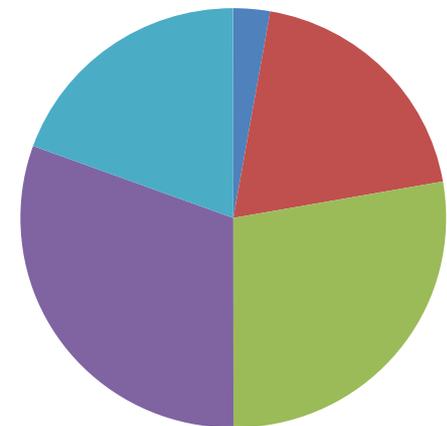
Police Zone 3



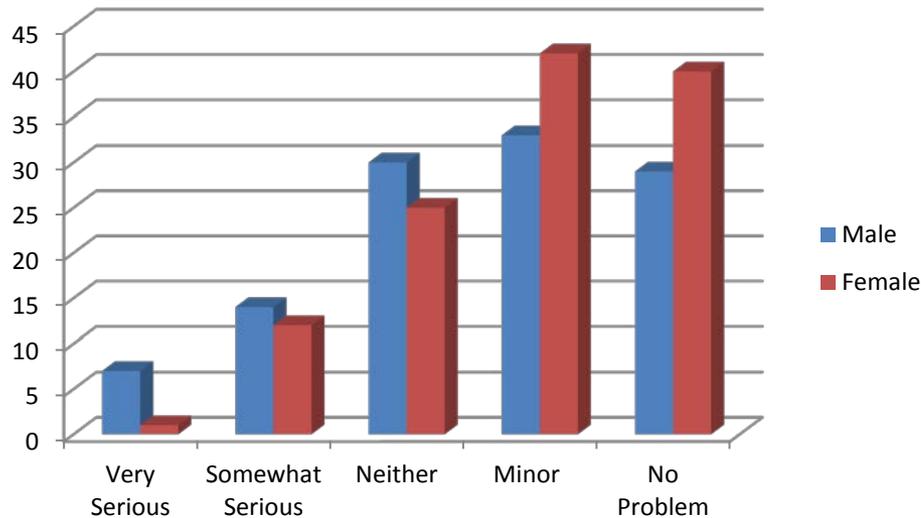
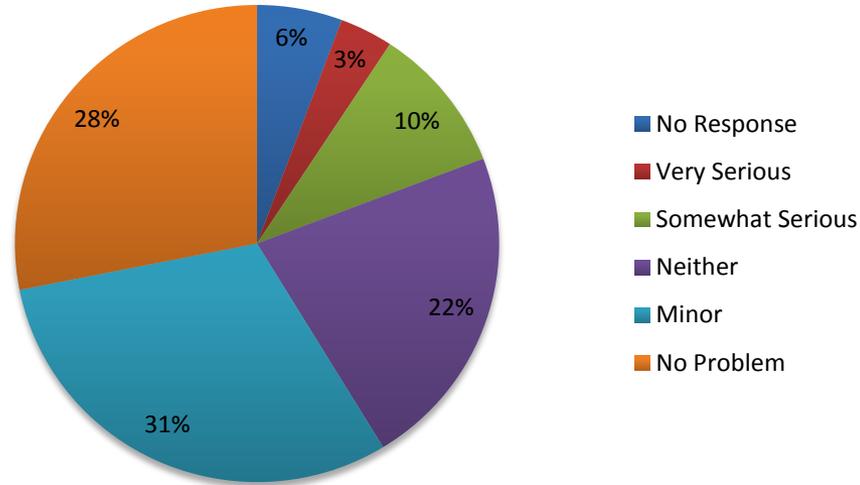
Police Zone 4



Police Zone 5

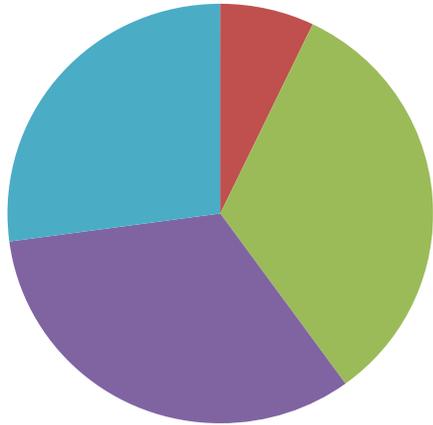


Neighborhood Rundown?



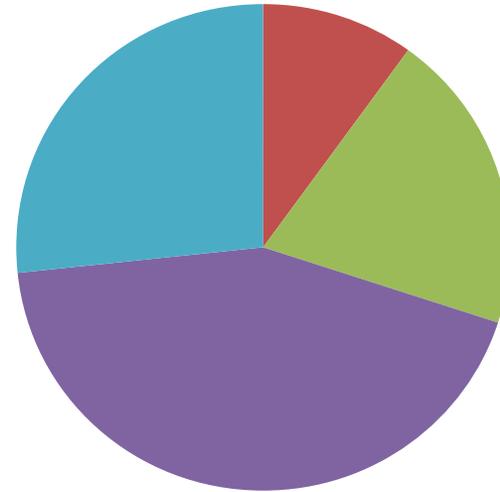
Run Down Neighborhood Problem

Police Zone 1



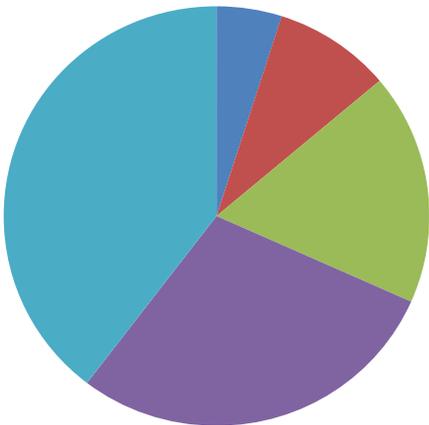
13.6% of participants said building quality was a serious problem

Police Zone 2

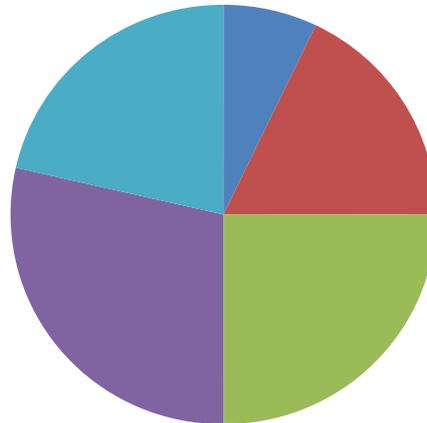


- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem

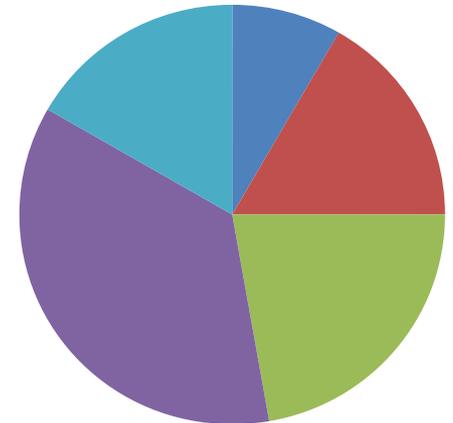
Police Zone 3



Police Zone 4

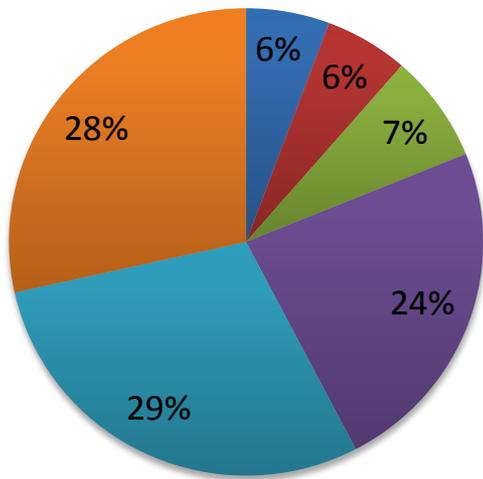


Police Zone 5



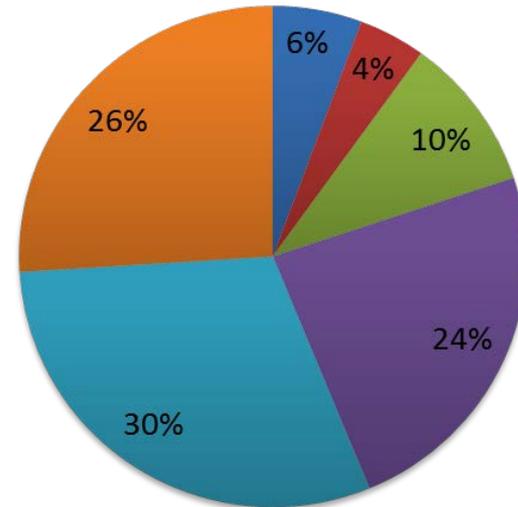
Neighborhood Traffic and Speeding

Traffic



- No Response
- Very Serious
- Somewhat Serious
- Neither
- Minor

Speeding

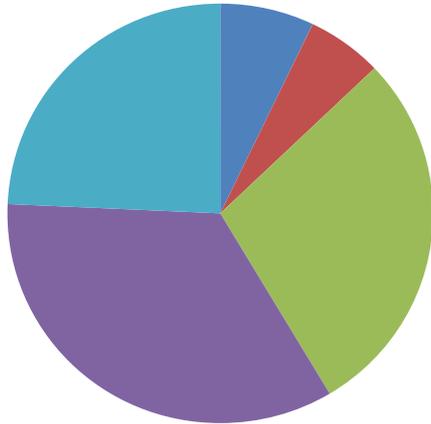


- No Response
- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem

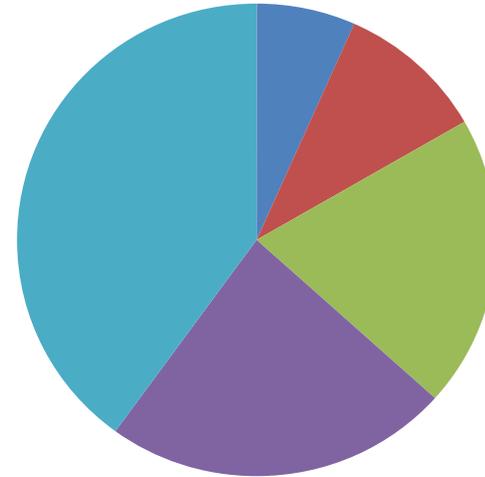
Traffic Problem by Neighborhood

Police Zone 1

14.2% of participants consider traffic to be a serious problem

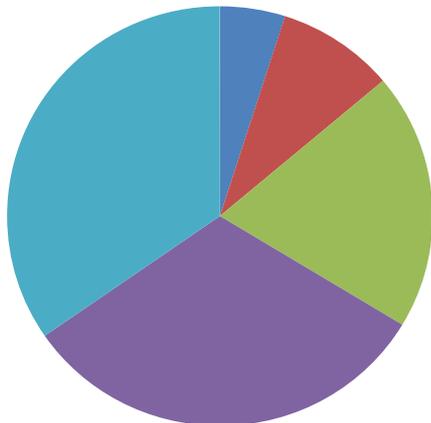


Police Zone 2

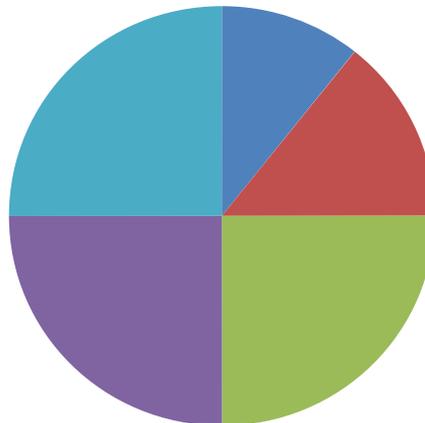


- Very Serious
- Somewhat Serious
- Neither
- Minor
- No Problem

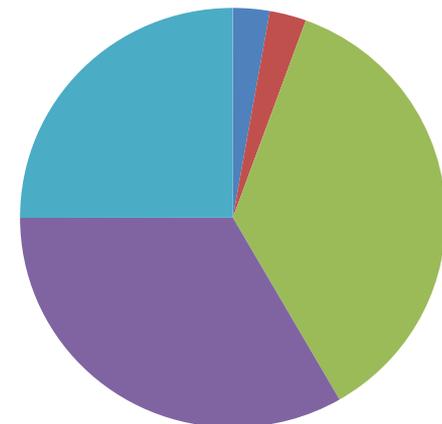
Police Zone 3



Police Zone 4

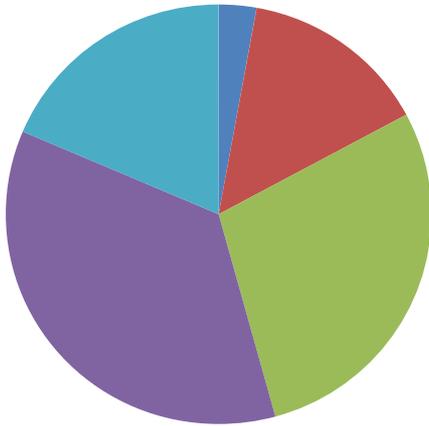


Police Zone 5



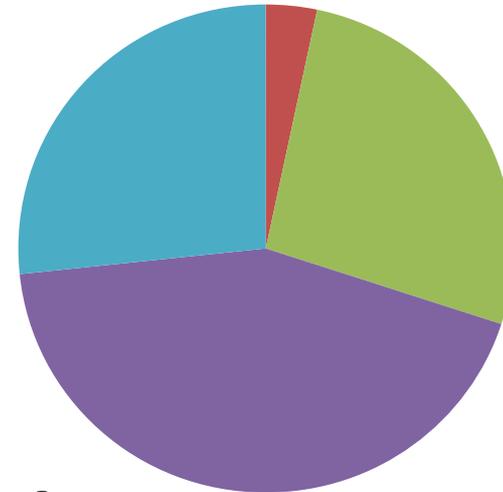
Speeding problem by Neighborhood

Police Zone 1

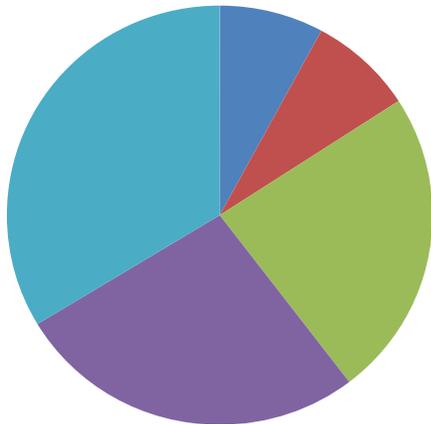


- 14.3% of participants consider speeding to be a serious problem

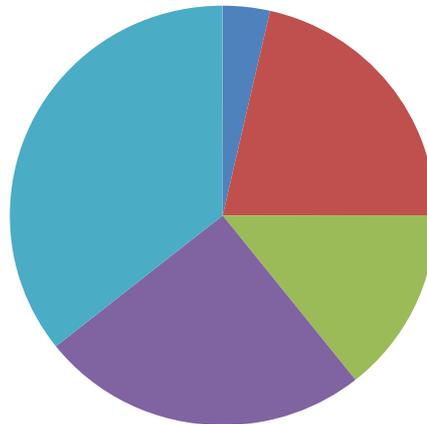
Police Zone 2



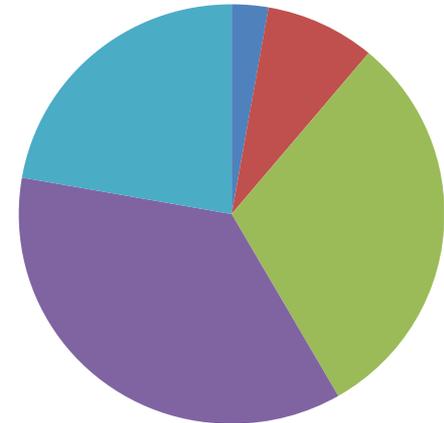
Police Zone 3



Police Zone 4



Police Zone 5



Conclusions

- Crime & Drugs
 - Problem Is Somewhat Concentrated in Zones 2 and 5
 - Opportunity for policing focus
- Building Quality & general attractiveness
 - Potential areas for development
- Speeding and Traffic
 - Relatively even distribution indicates problem is systematic
 - Enhanced enforcement borough-wide
- Noise is a minor problem in Carlisle

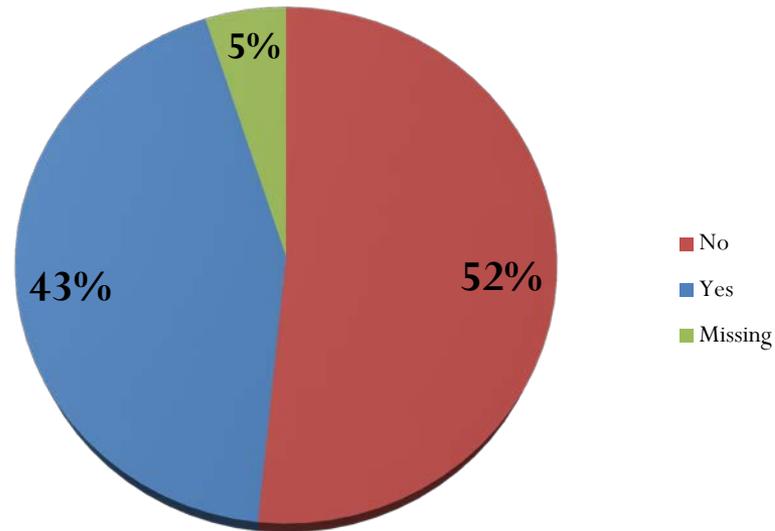
Local Public Transportation

The Questions: Do you think you would ride a local bus at least once a month if each ride were free? If each ride cost (50 cents, \$1, \$2)?

Arthur Worthington

Overview

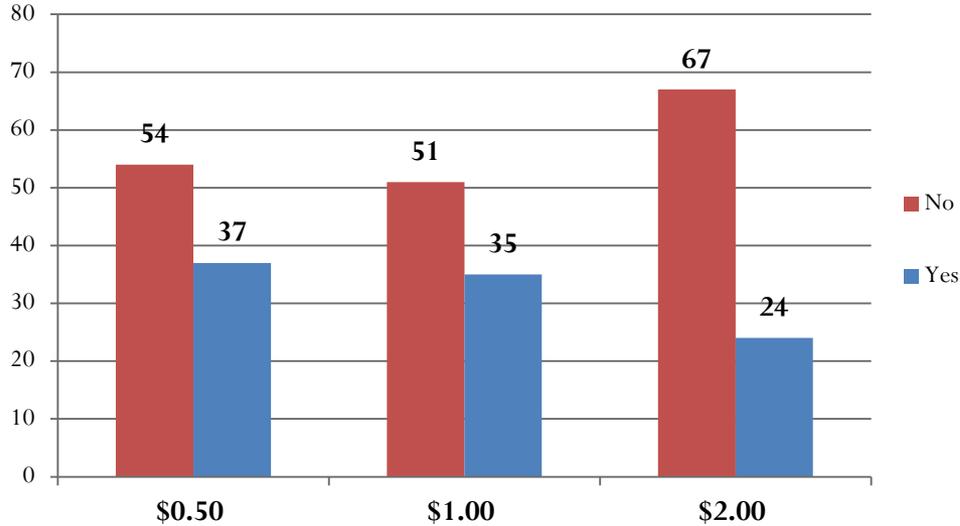
Percentage of People Willing to Ride a Free Bus



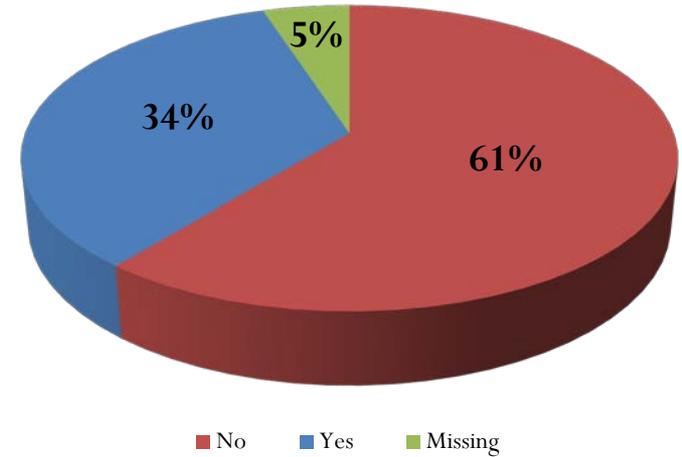
Free Bus			Bus With Any Fare		
	Frequency	Percent		Frequency	Percent
No	145	51.6%	No	171	60.9%
Yes	122	43.4%	Yes	96	34.2%
Missing	14	5.0%	Missing	14	5.0%
Total	281	100.0%	Total	281	100.0%

Pay & Ride

People's Willingness to Pay at Given Prices



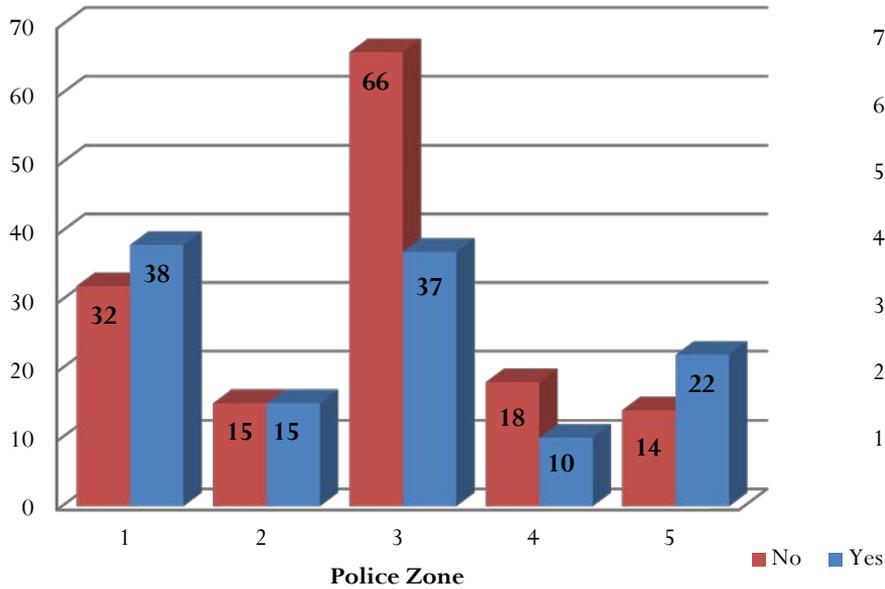
% of People Willing to Pay to Ride Bus



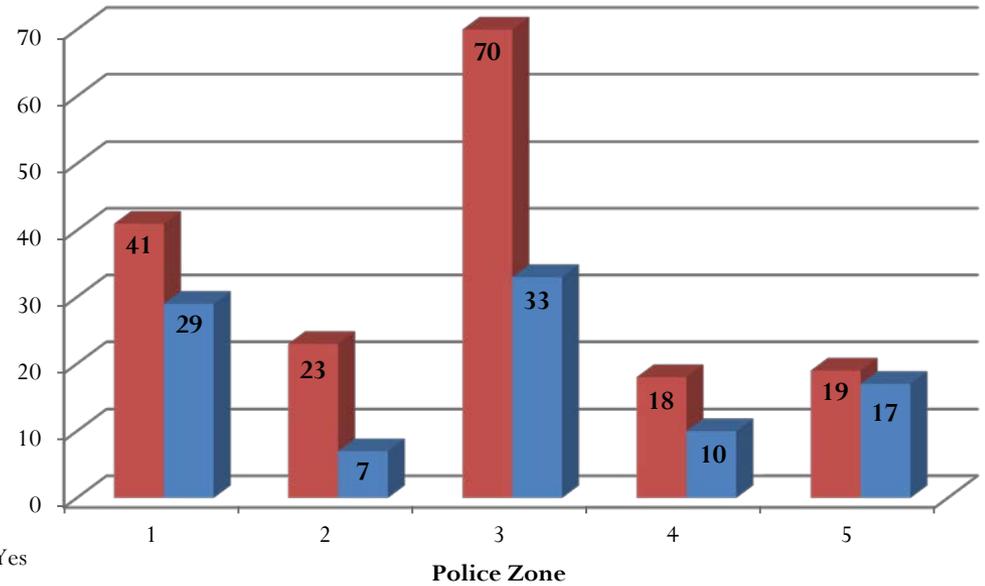
Resident's Willingness to Pay to Ride a Bus					
Price	No	%	Yes	%	Total
\$0.50	54	59%	37	41%	91
\$1.00	51	59%	35	41%	86
\$2.00	67	74%	24	26%	91
Total	172	64%	96	36%	268

Location – Police Zone

Resident per Police Zone Willing to Ride a Free Bus



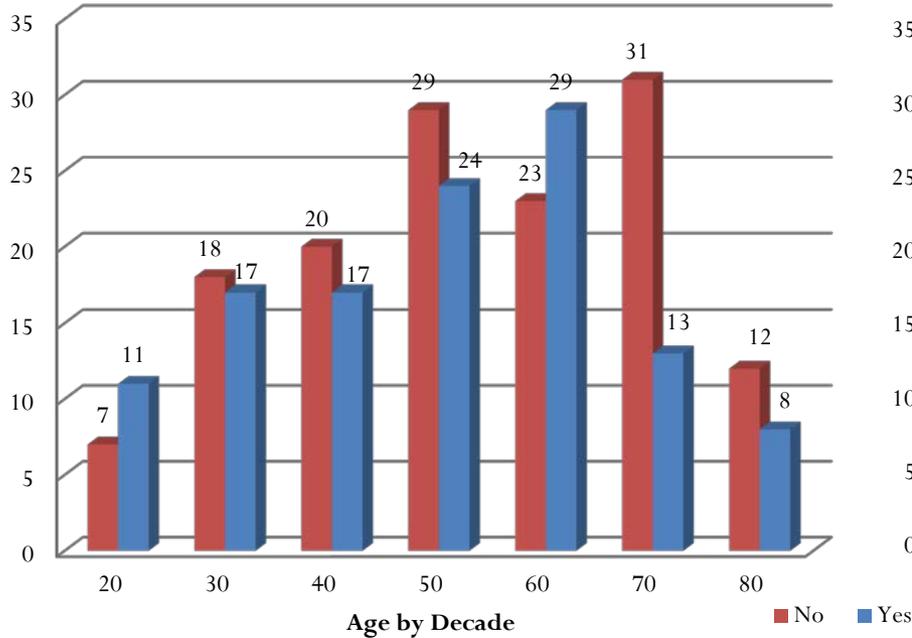
Resident per Police Zone Willing to Pay for a Bus Ride



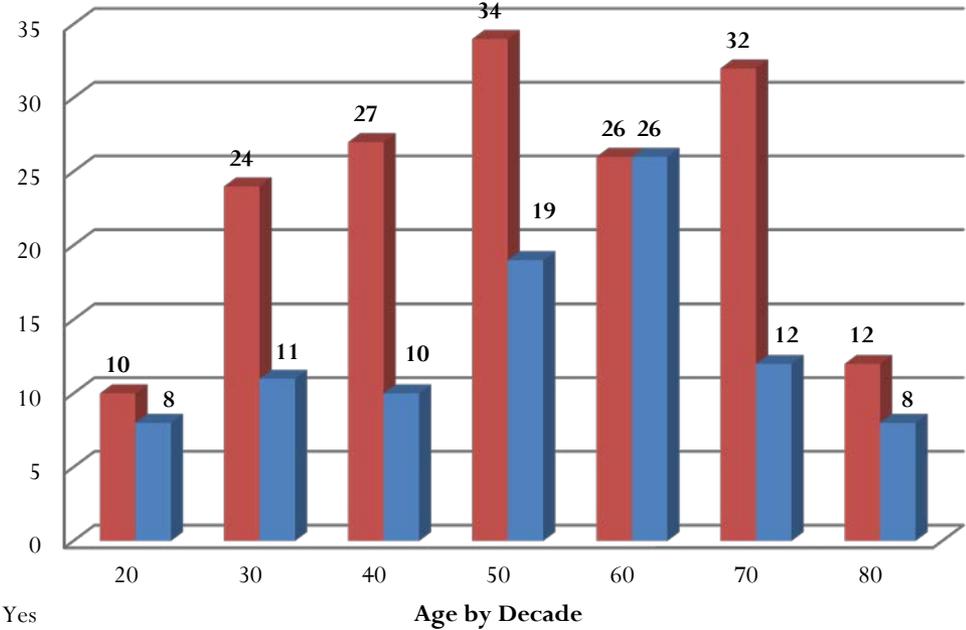
Police zone	Free Bus					Bus with Fare				
	No	%	Yes	%	Total	No	%	Yes	%	Total
1	32	46%	38	54%	70	41	59%	29	41%	70
2	15	50%	15	50%	30	23	77%	7	23%	30
3	66	64%	37	36%	103	70	68%	33	32%	103
4	18	64%	10	36%	28	18	64%	10	36%	28
5	14	39%	22	61%	36	19	53%	17	47%	36
Total	145	54%	122	46%	267	171	64%	96	36%	267

Age – Willingness to Ride

Free Bus

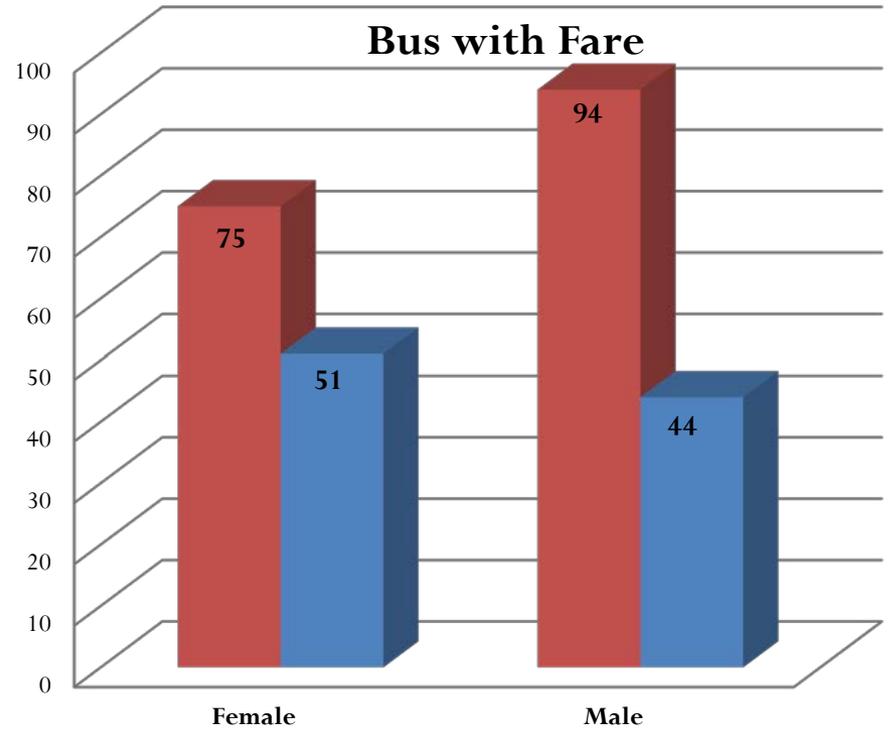
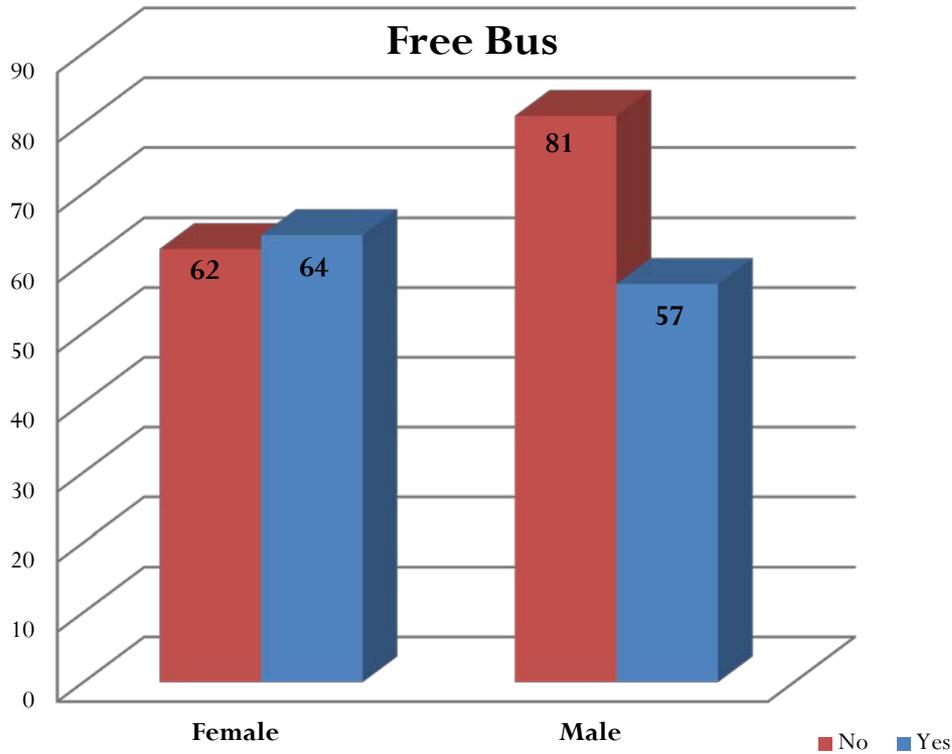


Bus with Fare



Age by Decade	Free Bus					Bus With Fare				
	No	%	Yes	%	Total	No	%	Yes	%	Total
20	7	39%	11	61%	18	10	56%	8	44%	18
30	18	51%	17	49%	35	24	69%	11	31%	35
40	20	54%	17	46%	37	27	73%	10	27%	37
50	29	55%	24	45%	53	34	64%	19	36%	53
60	23	44%	29	56%	52	26	50%	26	50%	52
70	31	70%	13	30%	44	32	73%	12	27%	44
80	12	60%	8	40%	20	12	60%	8	40%	20
Total	140	54%	119	46%	259	165	64%	94	36%	259

Gender Preferences



	Free Bus			Bus with Fare		
Gender	No	Yes	Total	No	Yes	Total
Female	62	64	126	75	51	126
Male	81	57	138	94	44	138
Total	143	122	265	169	96	265

Summary

- **Greatest Interest in a Public Bus**
 - **Location:** North Side Zones of Borough
 - **Age:** Younger Decades (20,30) and 60-69 year olds
 - **Gender:** Females are more willing to ride a bus
- **Inelastic Demand at Lower Prices, but \$2 is probably too expensive to draw a significant ridership.**
- **Cost-Effectiveness/Social Benefits**
- **“Talk Is Cheap”:** Ridership projections based on surveys are likely to be over-estimates.

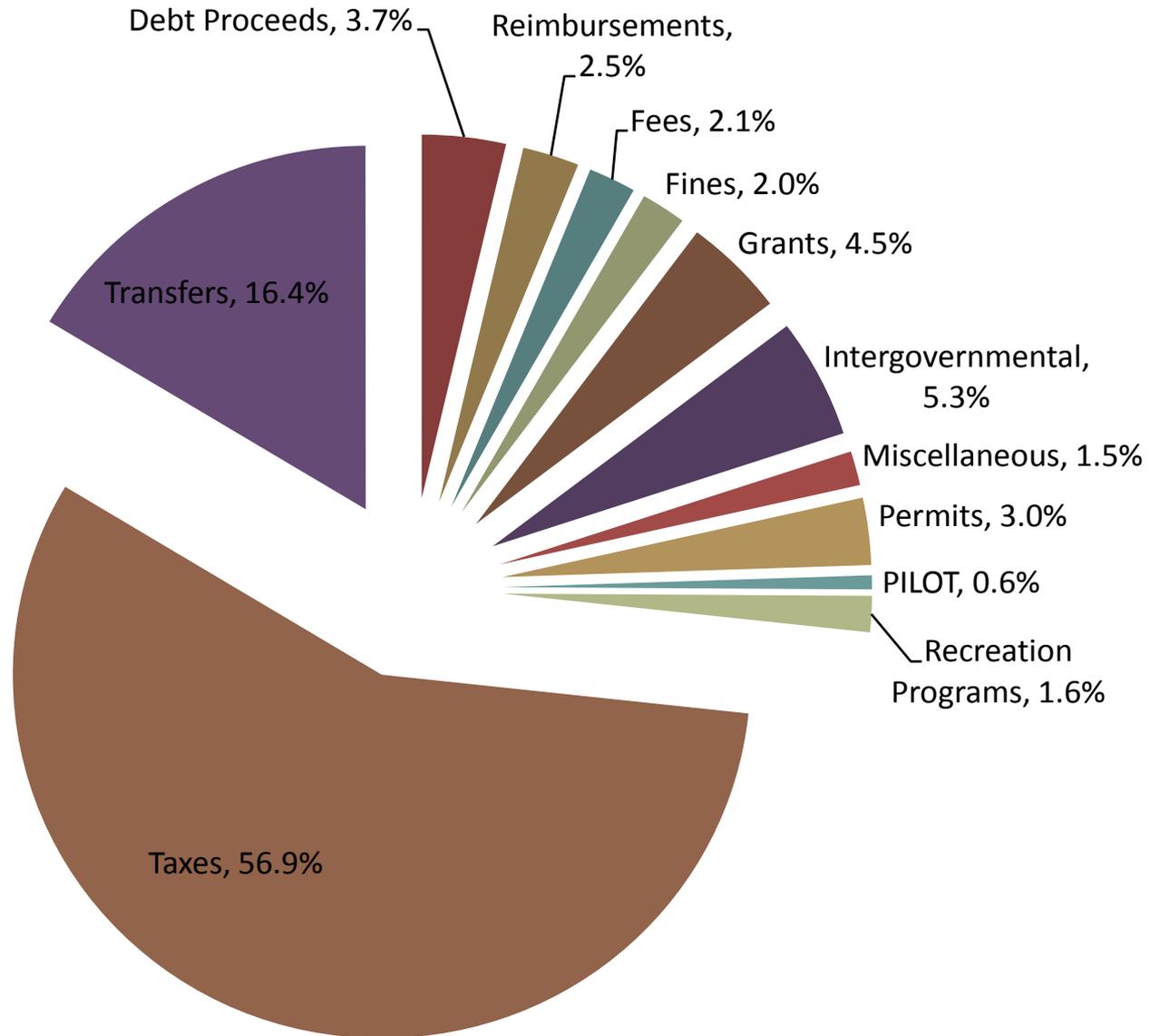
BOROUGH FINANCIAL TRENDS

- ❑ Overview of Recent Budgets
- ❑ How did the “Great Recession” affect revenue sources in Carlisle?

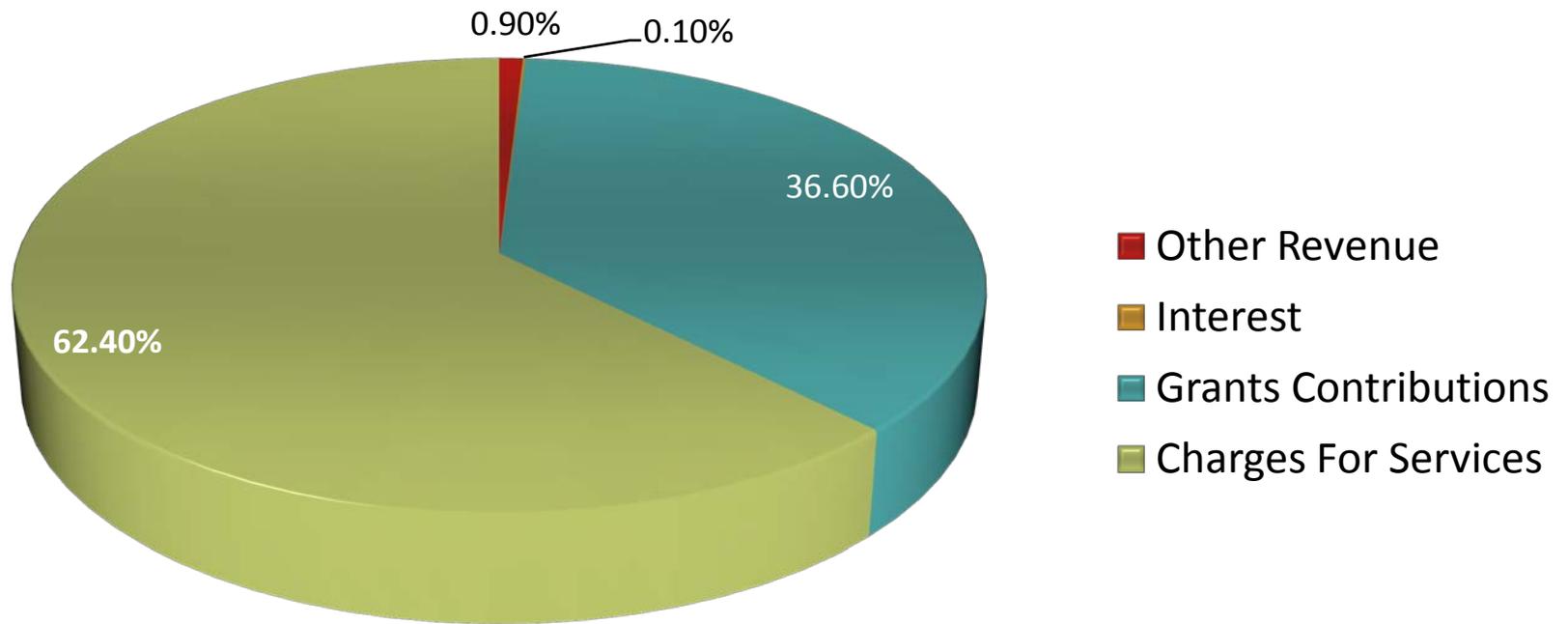
LOCAL GOVERNMENT STRUCTURE

- GOVERNMENT SERVICES**
- PUBLIC ENTERPRISES
(WATER, SEWER, PARKING)**

General Fund Revenue Sources

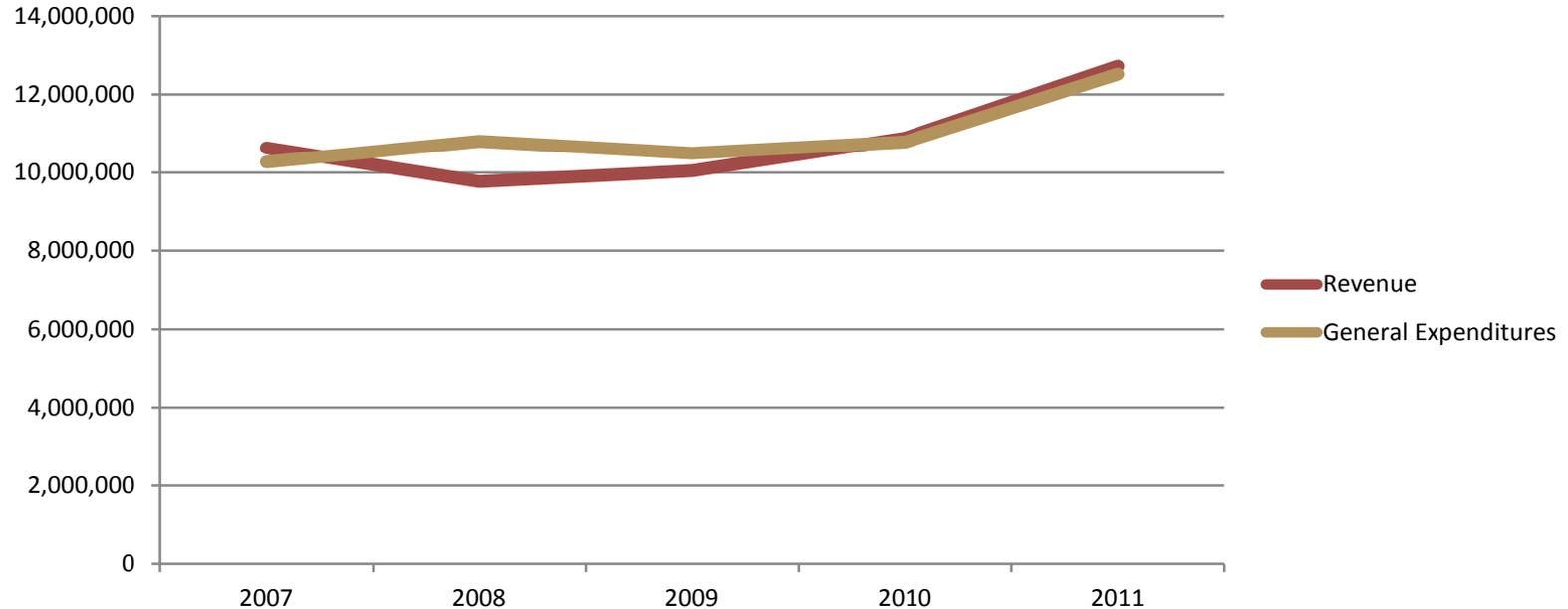


PUBLIC ENTERPRISE REVENUE SOURCES (WATER, SEWER, PARKING)



}

NOMINAL TREND IN GENERAL FUND BUDGET CORRECTION OF A TEMPORARY DEFICIT

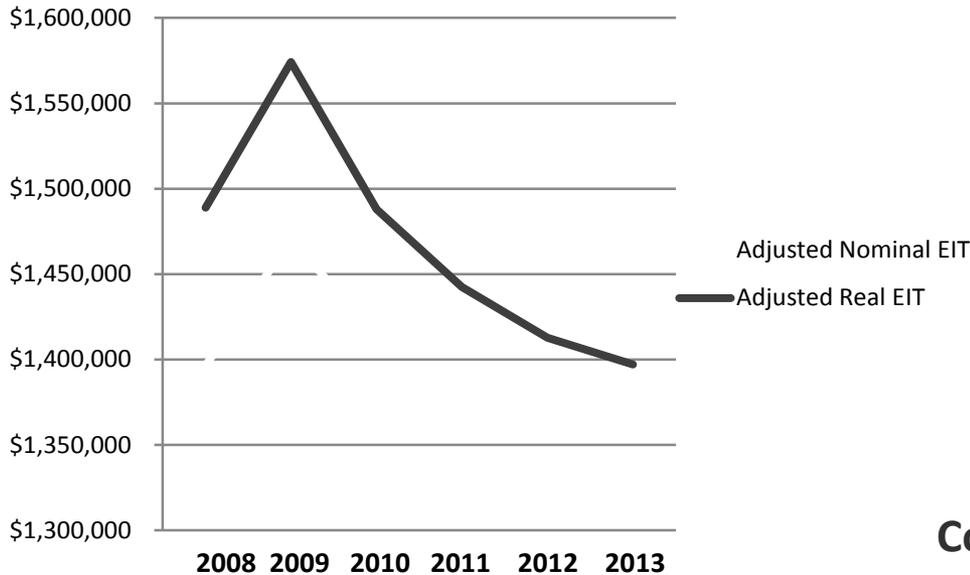


□ Despite the great recession, the Borough was able to maintain a balanced general fund budget in most years

EARNED INCOME VS. PROPERTY TAX TRENDS

- ❑ There has been an interesting, if minor, change in earned income and property tax trends.
- ❑ Earned Income Tax Revenue Flat in Nominal Terms, and falling when corrected for inflation.
- ❑ Lower employment causes decrease in earned income tax revenue

GREAT RECESSION IN CARLISLE



County Unemployment Rates

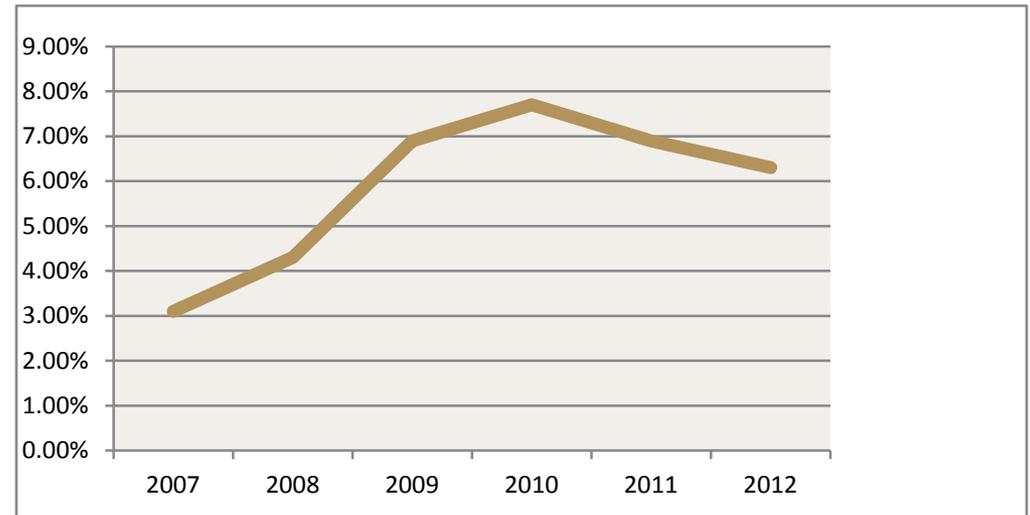
-January 2008 3.9%

-January 2010 7.7%

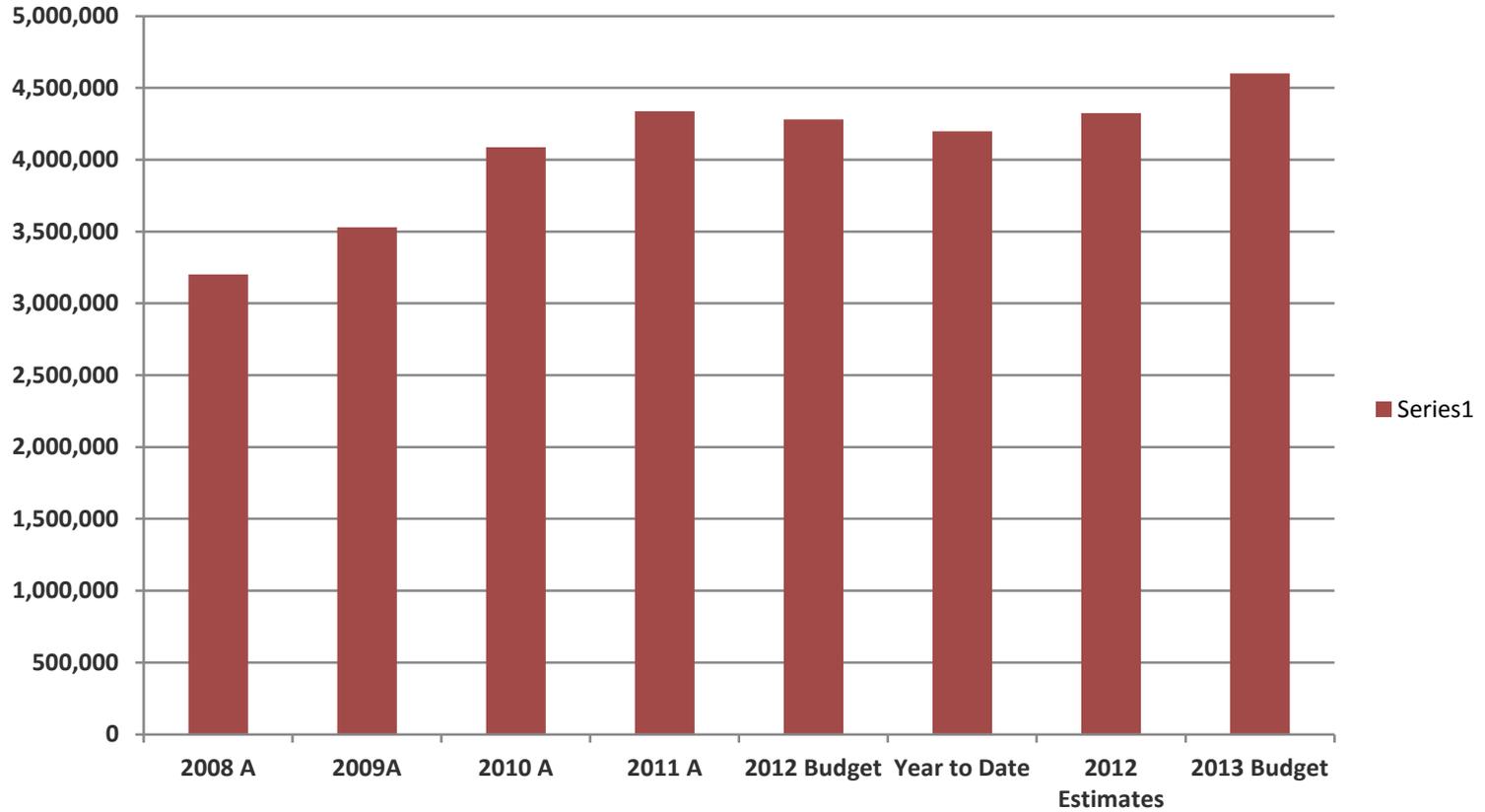
-December 2012 6.3%

- Nominal Earned Income Tax down by 4% since 2009.
- Real Earned Income Tax down by 11% since 2009.
- The lack of consistent growth is the most obvious pattern.

County Unemployment Rate



PROPERTY TAX REVENUE INCREASE



PROPERTY TAX REVENUE INCREASE

- + Property Tax Revenue +30%
(2008): \$3,201,863
(2013): \$4,600,536

Possible Reasons:

- + Commercial Construction
- + Housing Construction
- + Reassessment of Property Value
- + Increased Property Tax Rates



Masland
CARPETS & RUGS

CONCLUSION

- + **Overall General Fund Tax and Spending Totals are moderately higher**
- + **Deficits During the Recession have been Eliminated**
- + **Change in Sources of Tax Revenue May Represent an Interesting Policy Issue**

Carlisle Citizen Concerns

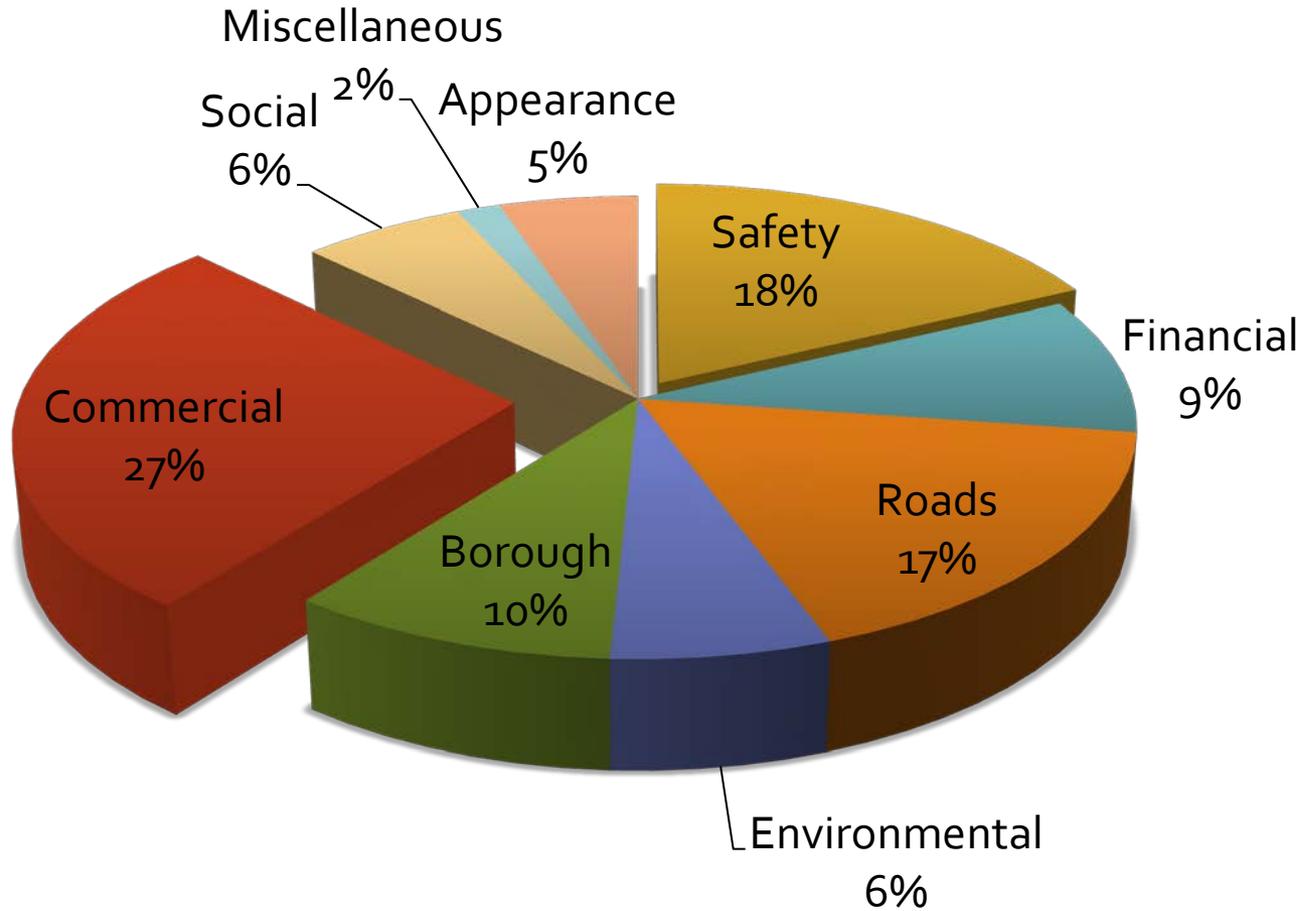
The Question: Please tell me your top three concerns for our community.

Jordan Fried

Brayden Downing

Main Categories of Concern

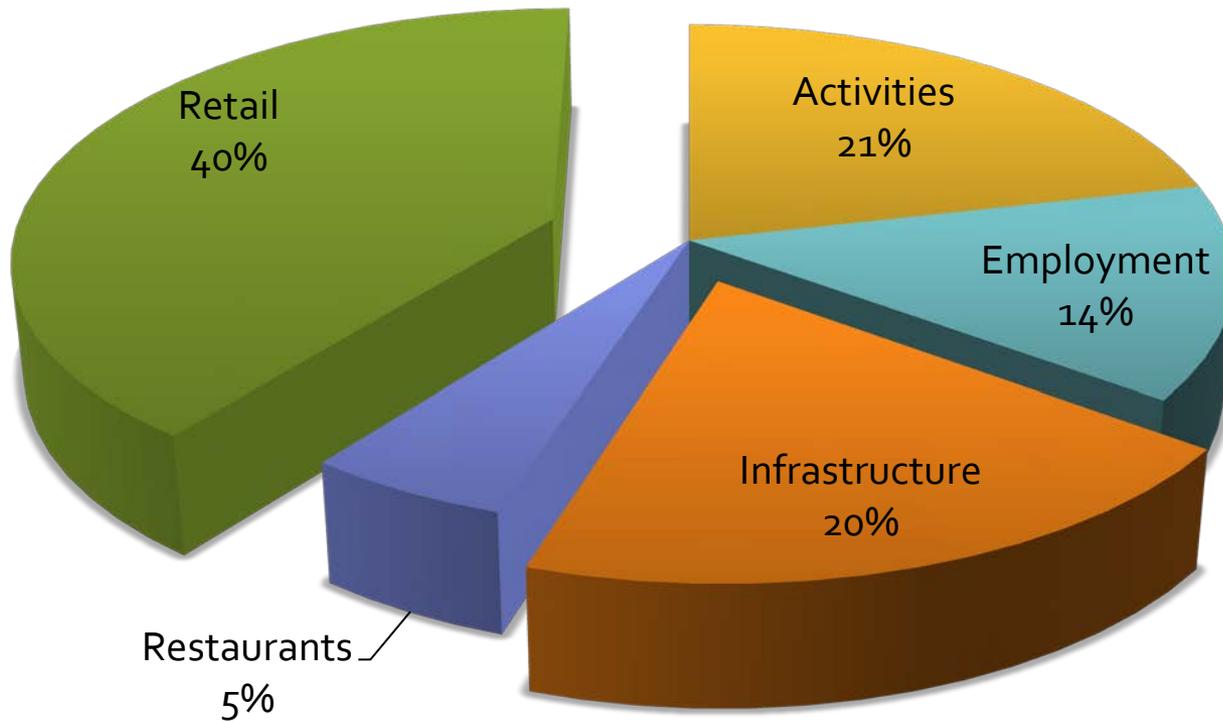
315 Total Comments



Percentage of **315** Comments

Commercial

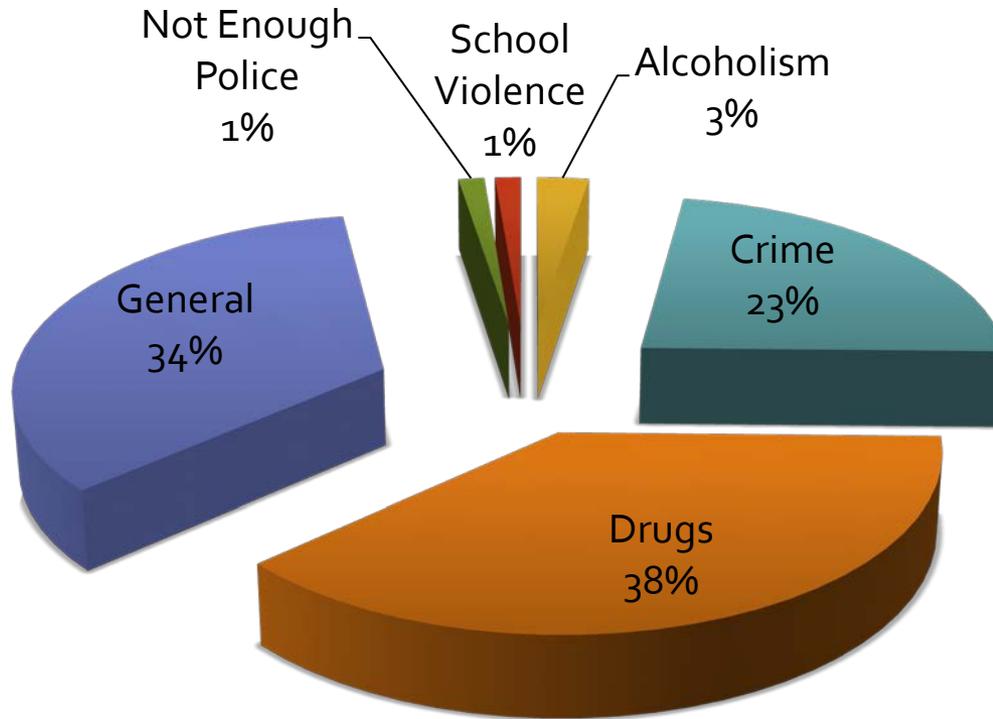
85 Total Comments



*Commercial Comments Constitute 27% of Total

Safety

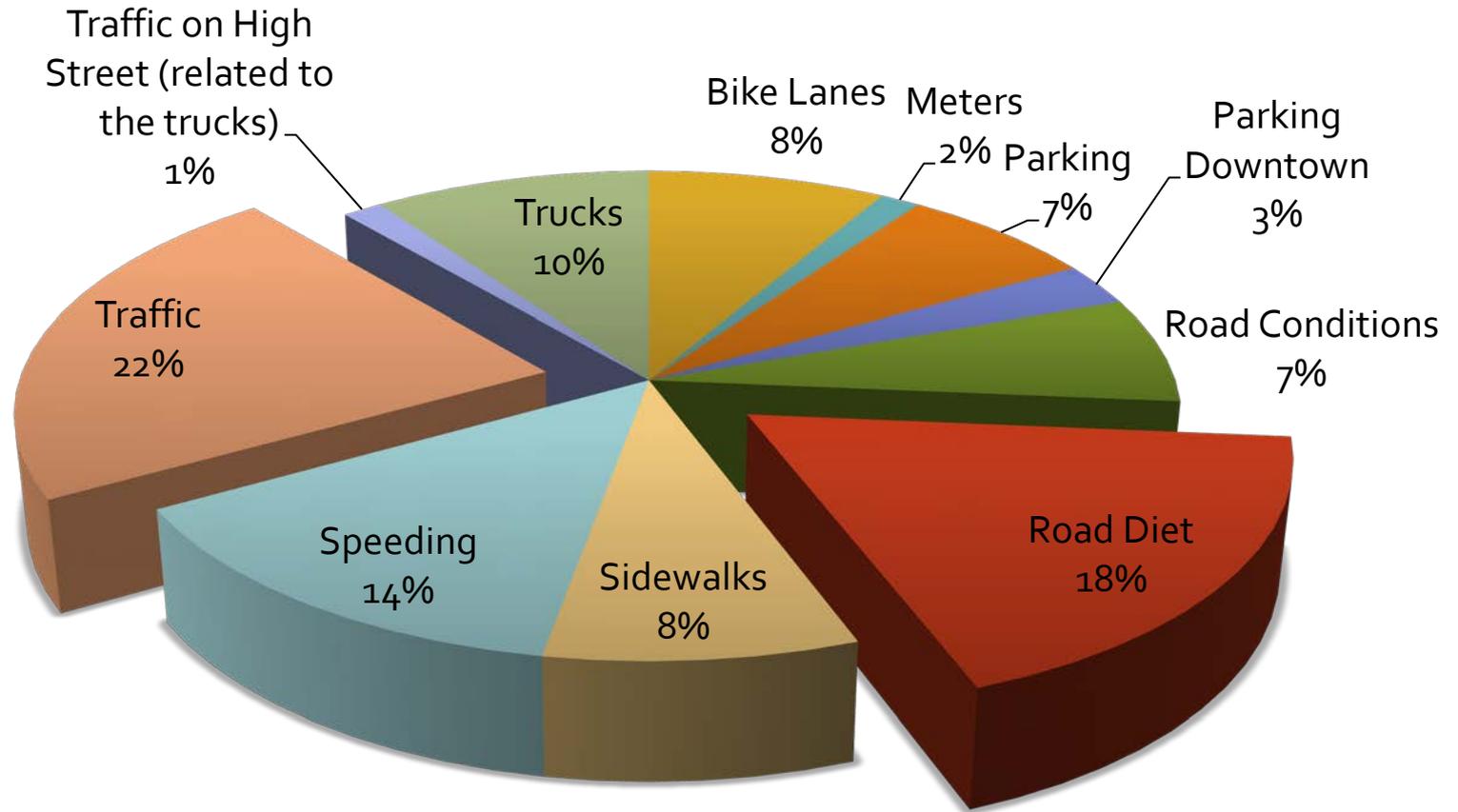
56 Total Comments



*Safety Comments Constitute 18% of Total

Roads

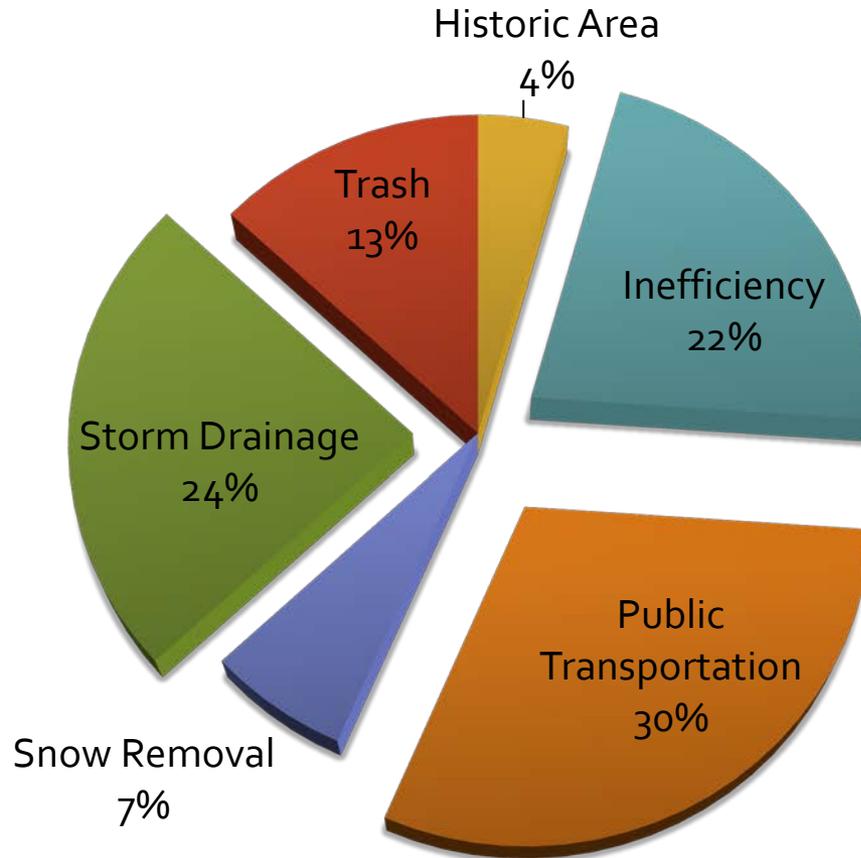
54 Total Comments



*Roads Comments Constitute 17% of Total

Other Public Works and Infrastructure

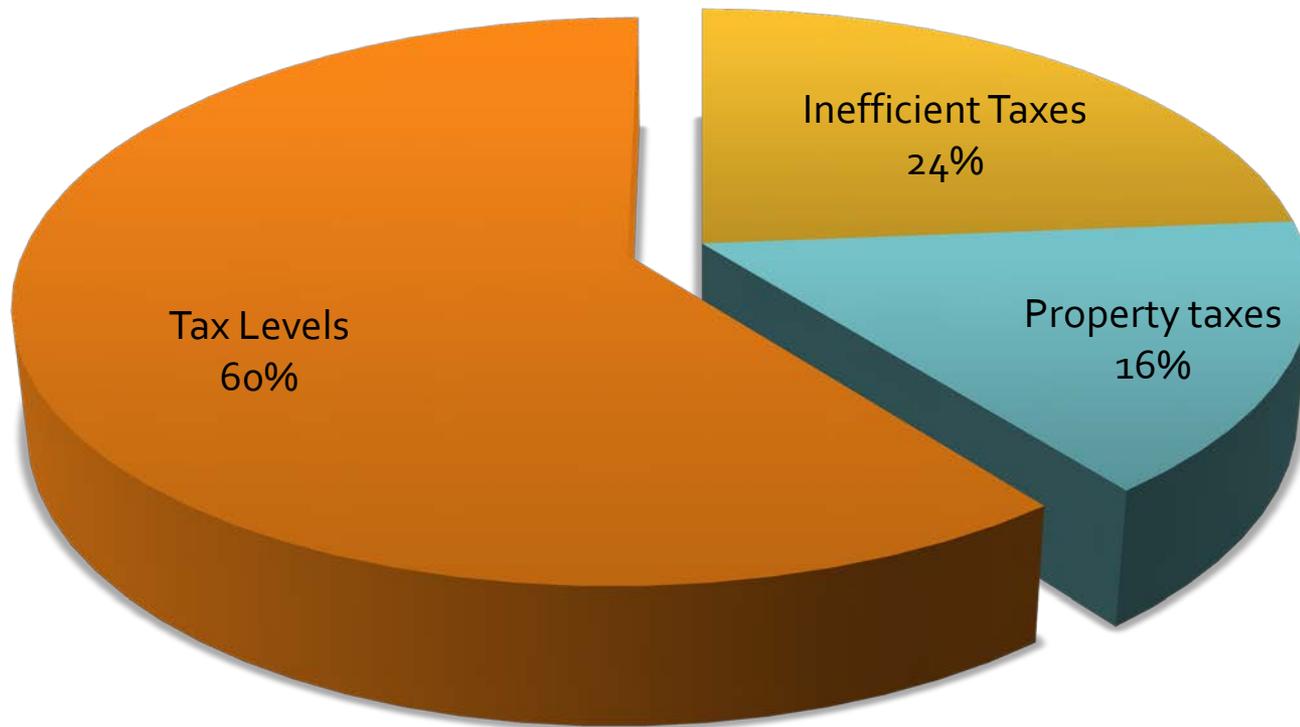
30 Comments



* 10% of Total Comments

Financial

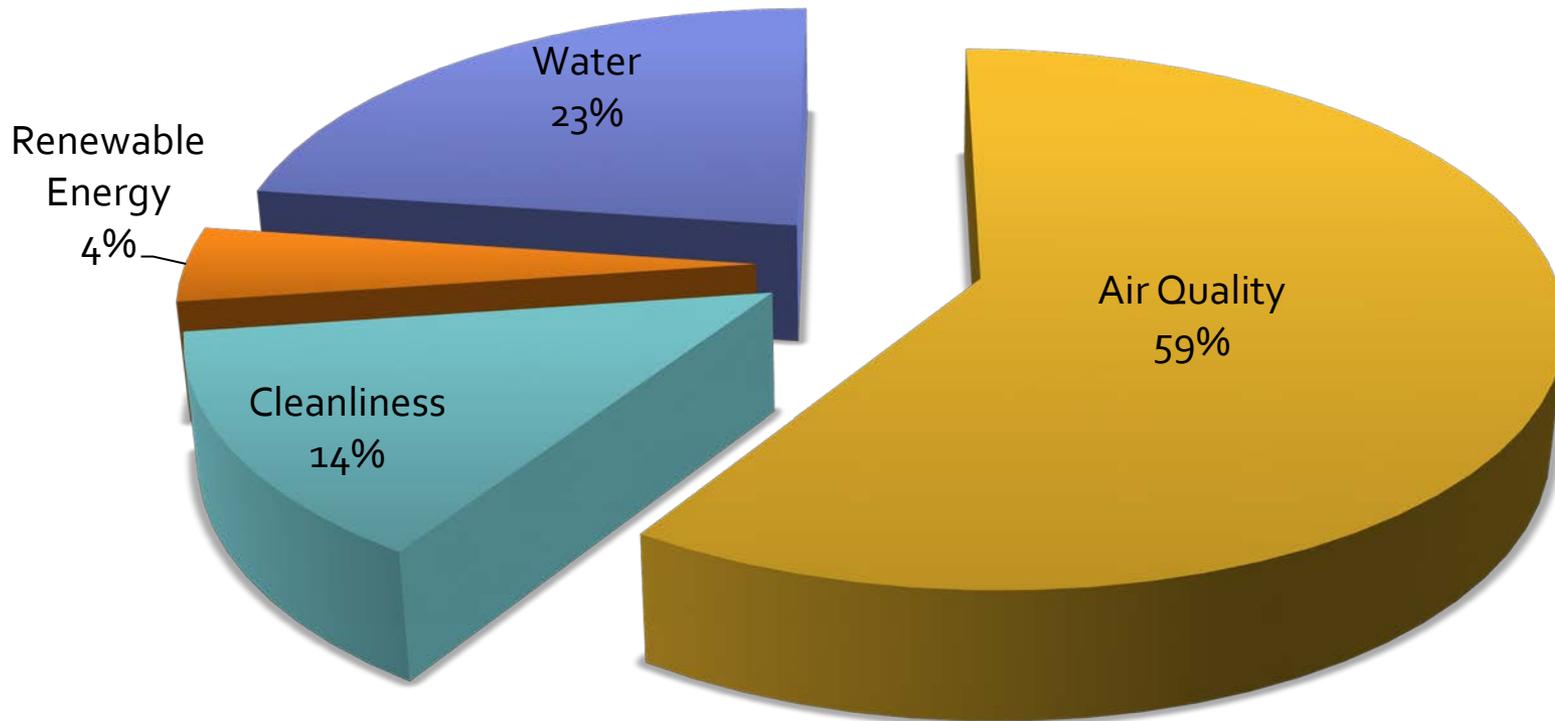
30 Total Comments



*Financial Comments Constitute 9% of Total

Environmental

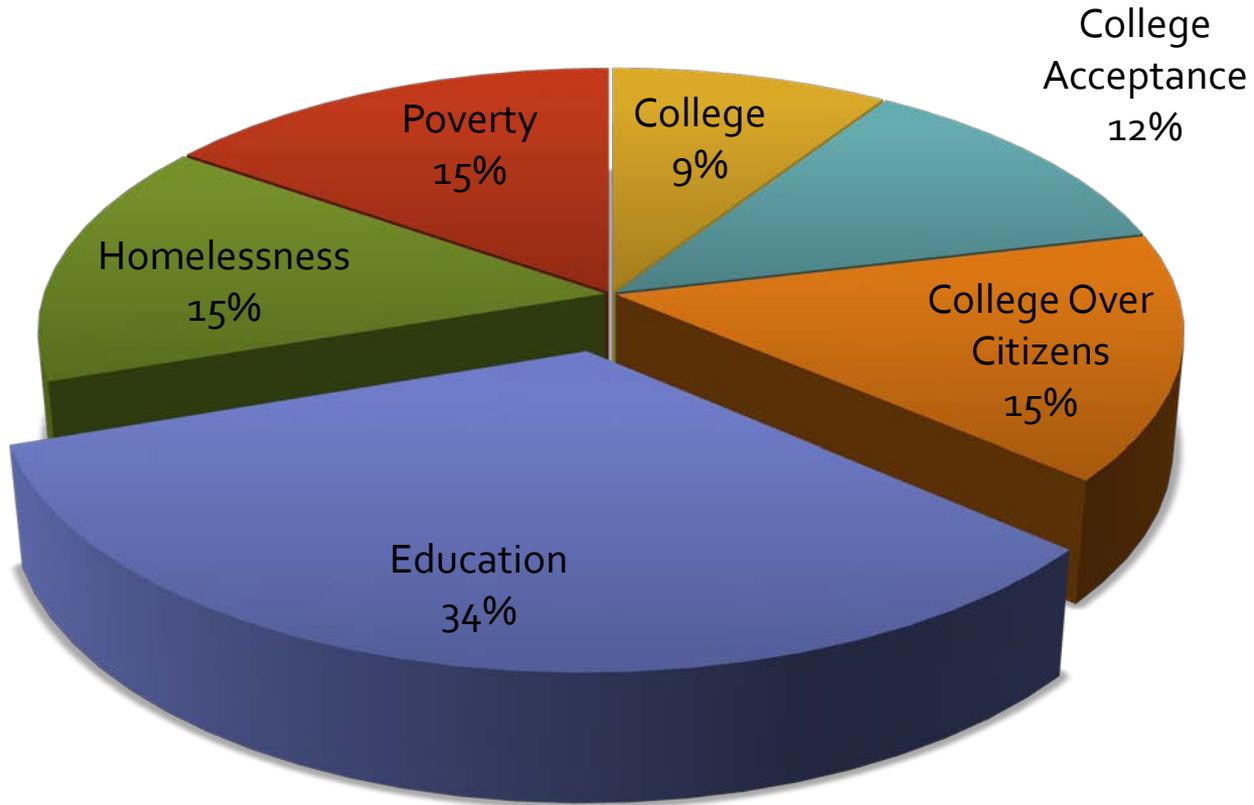
20 Total Comments



*Environmental Comments Constitute 6% of Total

Social

19 Total Comments



*Social Comments Constitute 6% of Total

Summary of Top Concerns:

- Lack of Retail
- Drugs, General Safety,
Crime
- Traffic, Road Diet
- Taxes and
Government
- Air Quality
- Education

- Overall Conclusion: Few Problems and a High level of Satisfaction
- Thanks to the citizens of Carlisle for cooperating with our students
- Thanks to several Borough Officials, including Manager Matt Candland and Assistant Manager Debra Figueroa, for their cooperation and expertise

THE END

Questions are Welcome