



City of Alexandria

Office of Performance Analytics

2024 Resident Survey City Council Presentation

November 26, 2024





Agenda

- 1** Overview
- 2** Review of Results
- 3** Equity Review
- 4** Next Steps and Summary
- 5** Appendix

Resident Survey is a **perception survey** of front-facing City services

Purpose: Provide actionable information to empower the City to make informed decisions

Example Topics: Perception of police services, public information services, street cleaning, recreational opportunities

Distribution Plan: Survey was conducted by external vendor, ETC Institute, to get a representative sample of the entire city



Example Questions

1. **Overall Ratings of Alexandria.** Please rate the quality of the following.

How would you rate...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Alexandria as a place to live	5	4	3	2	1	9
2. Alexandria as a place to raise children	5	4	3	2	1	9
3. Alexandria as a place to work	5	4	3	2	1	9
4. Alexandria as a place to visit	5	4	3	2	1	9
5. Alexandria as a place to retire	5	4	3	2	1	9
6. Your neighborhood as a place to live	5	4	3	2	1	9
7. Overall quality of City services	5	4	3	2	1	9



Review of Results

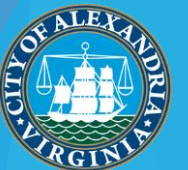


Interpreting Results

1. Overall Ratings of Alexandria. Please rate the following

How would you rate...	Satisfied			Dissatisfied		Don't Know
	Excellent	Good	Neutral	Below Average	Poor	
1. Alexandria as a place to live	5	4	3	2	1	9
2. Alexandria as a place to raise children	5	4	3	2	1	9
3. Alexandria as a place to work	5	4	3	2	1	9
4. Alexandria as a place to visit	5	4	3	2	1	9
5. Alexandria as a place to retire	5	4	3	2	1	9
6. Your neighborhood as a place to live	5	4	3	2	1	9
7. Overall quality of City services	5	4	3	2	1	9

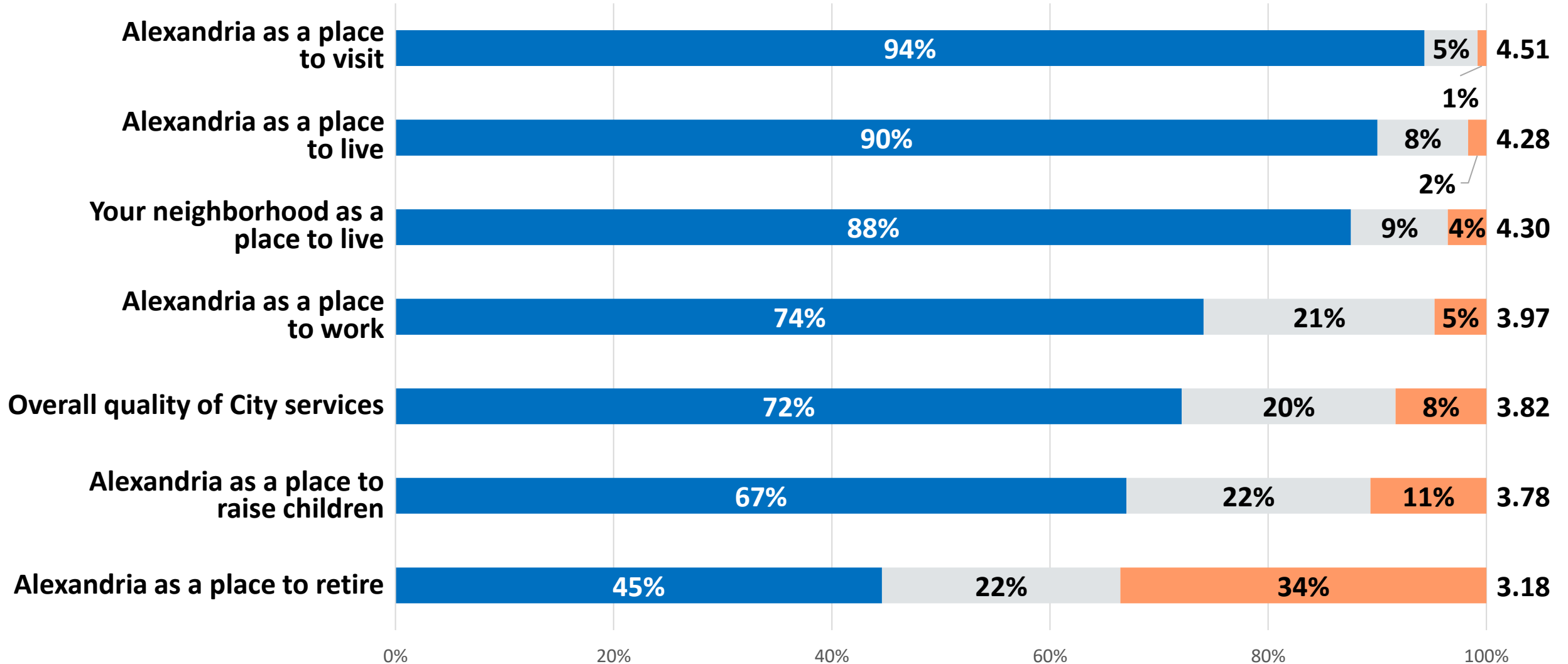
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Overall Ratings of Alexandria



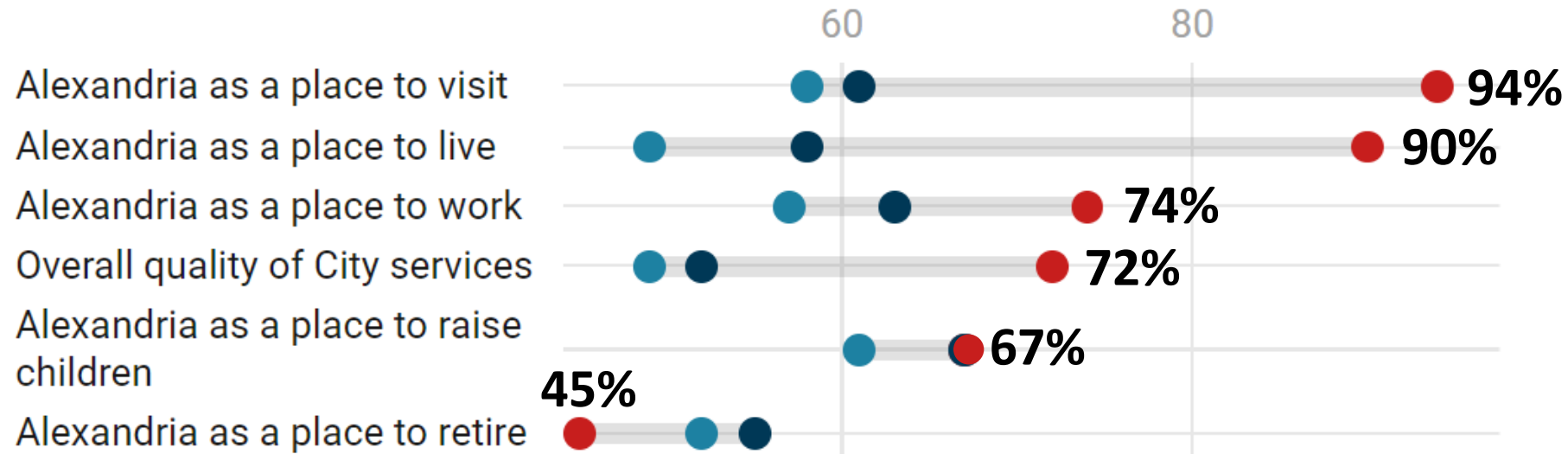
Avg.



⁷ **Note:** Satisfied includes respondents selecting “excellent” and “good.” Neutral includes only “neutral.” Dissatisfied includes “below average” and “poor.” Both the graph and the average do not include “do not know/not applicable” responses.

Overall Ratings of Alexandria Compared

● Alexandria ● Atlantic ● National



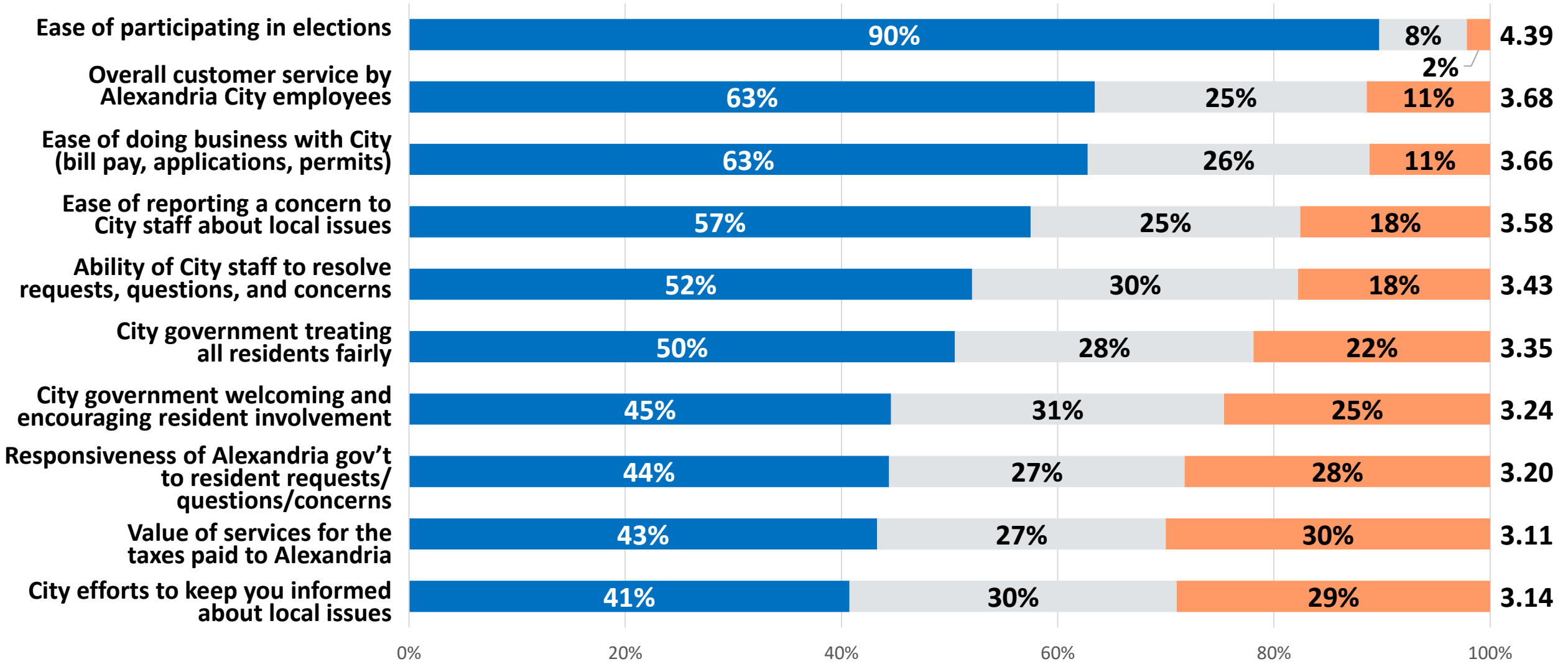
Source: Office of Performance Analytics • Created with [Datawrapper](#)



City Government Services



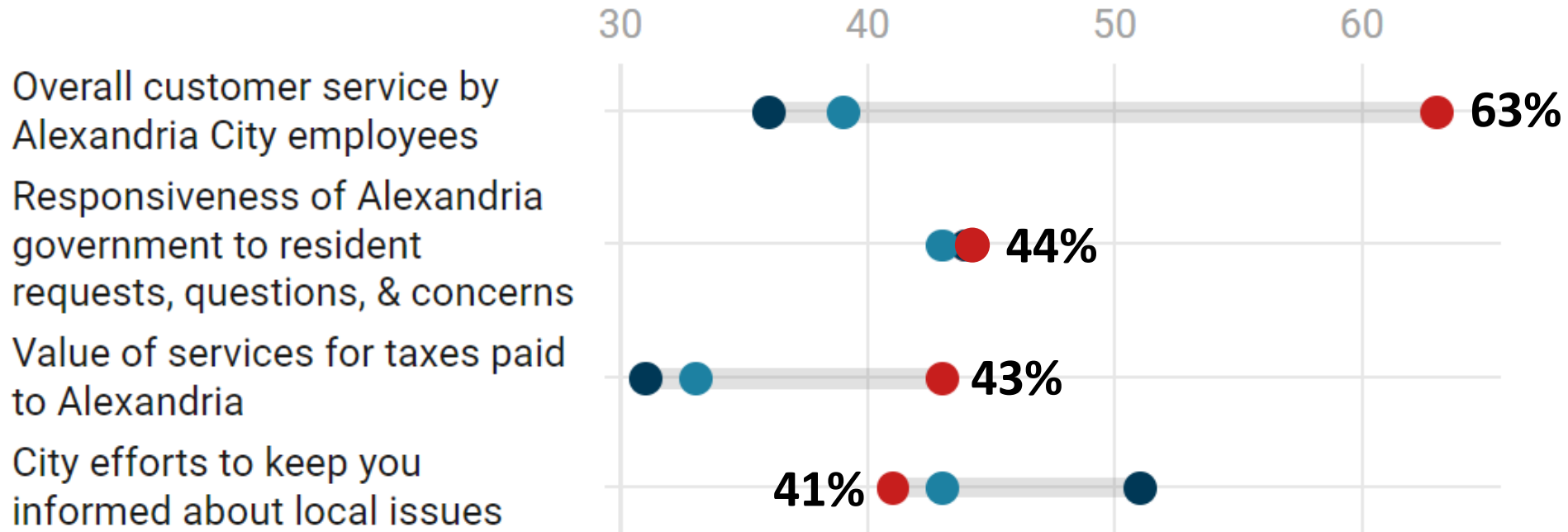
Avg.



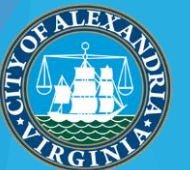
⁹ *Note: Satisfied includes respondents selecting "very satisfied" and "satisfied." Neutral includes only "neutral." Dissatisfied includes "dissatisfied" and "very dissatisfied." Both the graph and the average do not include "do not know/not applicable" responses.*

City Government Services Compared

● Alexandria ● Atlantic ● National



Source: Office of Performance Analytics • Created with [Datawrapper](#)



Other Notable Positive Results

85% Public library services

79% Trash/garbage collection services

77% Sense of safety in Alexandria

77% Museums /historical sites

75% Alexandria parks, open space, or greenspace

75% City sponsored events

67% Opportunities to attend cultural/arts/music activities



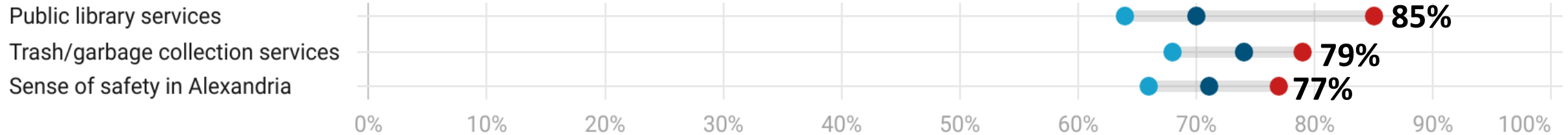
% of respondents selecting "very satisfied" or "satisfied"; satisfaction rating does not include "do not know/not applicable"



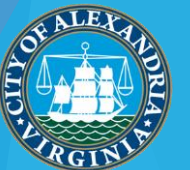
National and regional benchmarks show Alexandria is ahead on satisfaction rates

Alexandria's Results vs National & Regional Benchmarks

● Alexandria ● Atlantic ● National



Source: Office of Performance Analytics • Created with Datawrapper



Areas with Opportunities for Improvement

Stormwater management/flood control **32%**

Efforts to manage & plan for growth/develop. **29%**

Quality of K-12 education* **28%

Availability of affordable housing **23%**

Availability of EV charging stations* **20%

Cost of living in Alexandria **16%**



% of respondents selecting "very satisfied" or "satisfied"; satisfaction rating does not include "do not know/not applicable"

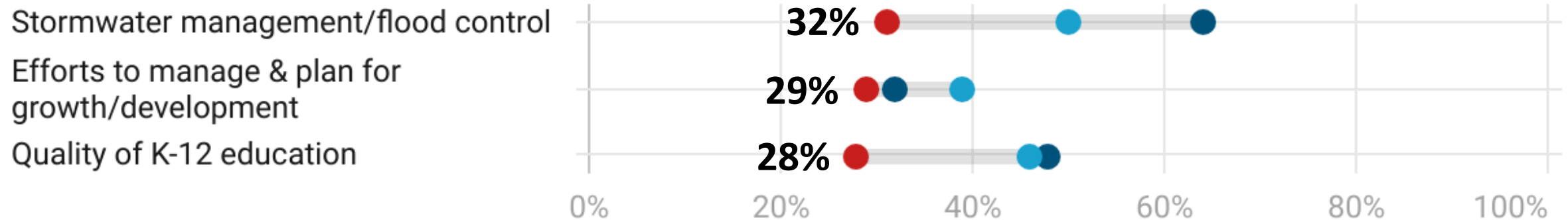
** indicates greater than 50% of overall respondents "do not know/not applicable" %*



Where comparable, these services also lagged national and regional satisfaction rates

Alexandria's Results vs National & Regional Benchmarks

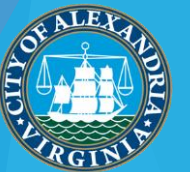
● Alexandria ● Atlantic ● National



Source: Office of Performance Analytics • Created with Datawrapper

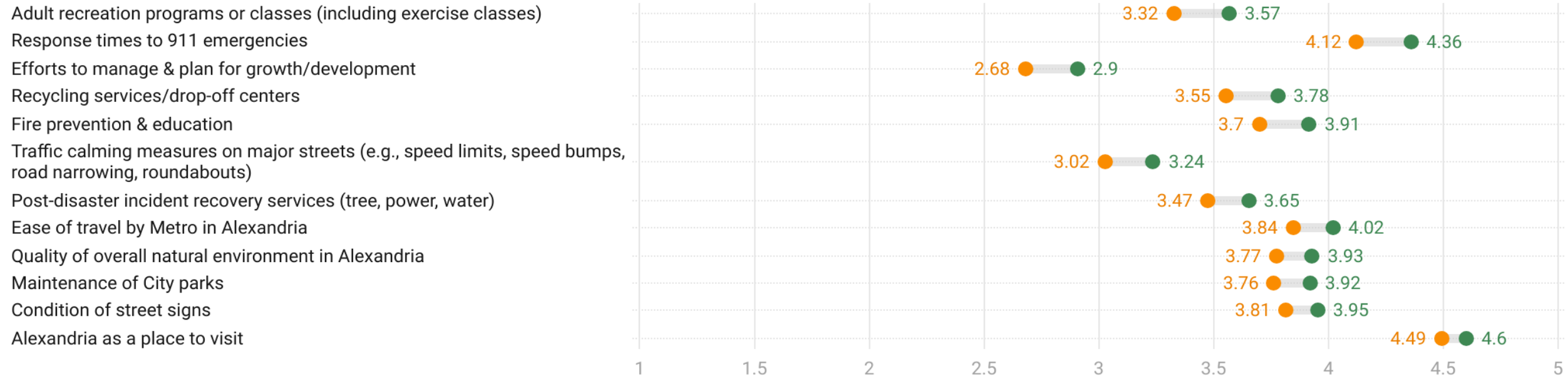


Equity Review



Hispanic, Spanish, or Latino/a/x respondents, on average, had a more positive perception of City services

Perception Differences of Respondents of Hispanic, Spanish, or Latino/a/x Ancestry



Above are questions where the average rating significantly differed between respondents that identified as being of Hispanic, Spanish, or Latino/a/x Ancestry and those who did not.

Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

Only one question had a significant difference between respondents' racial identities when analyzed together

Perception Differences by Race



Above are questions where the average satisfaction rating differed significantly between respondent racial groups

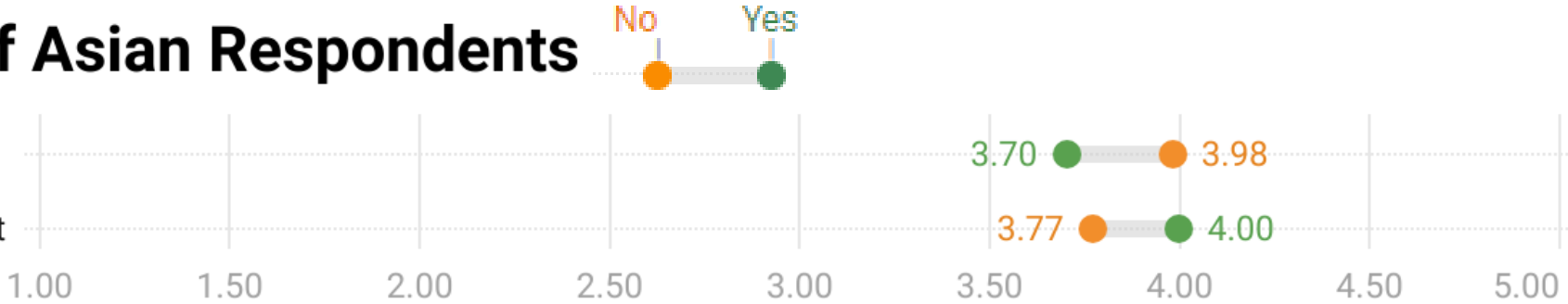
Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

Asian respondents had a higher perception of safety in their neighborhood at night and a lower perception of City special events

Perception Differences of Asian Respondents

City-sponsored special events (e.g., parades/festivals/concerts)

Sense of Safety - In your neighborhood at night



Above are questions where the average rating significantly differed between respondents that identified as Asian or Asian Indian and those that did not.

Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

Black respondents had a higher perception of ease of bus travel and stormwater management and a lower perception of adult recreation programs

Perception Differences of Black Respondents

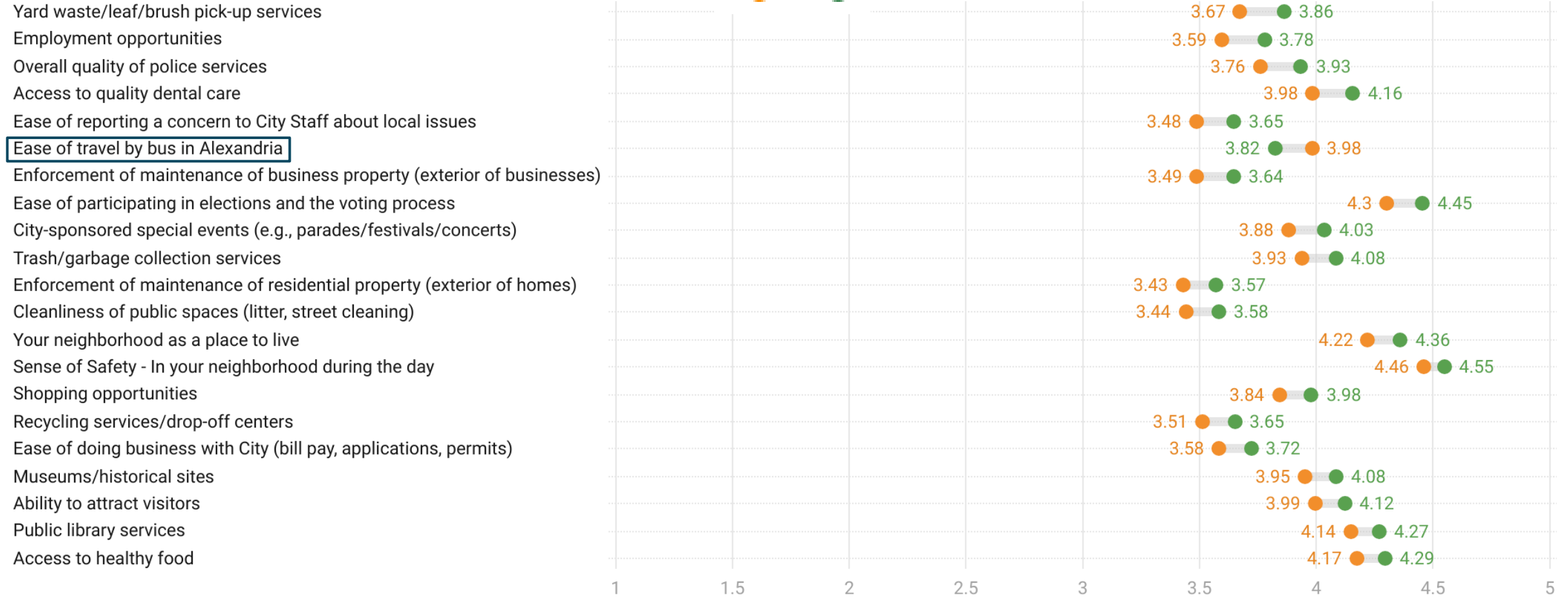


Above are questions where the average rating significantly differed between respondents that identified as Black or African American and those that did not.

Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

White respondents had a slightly more positive perception of City services, except for ease of bus travel

Perception Differences of White Respondents

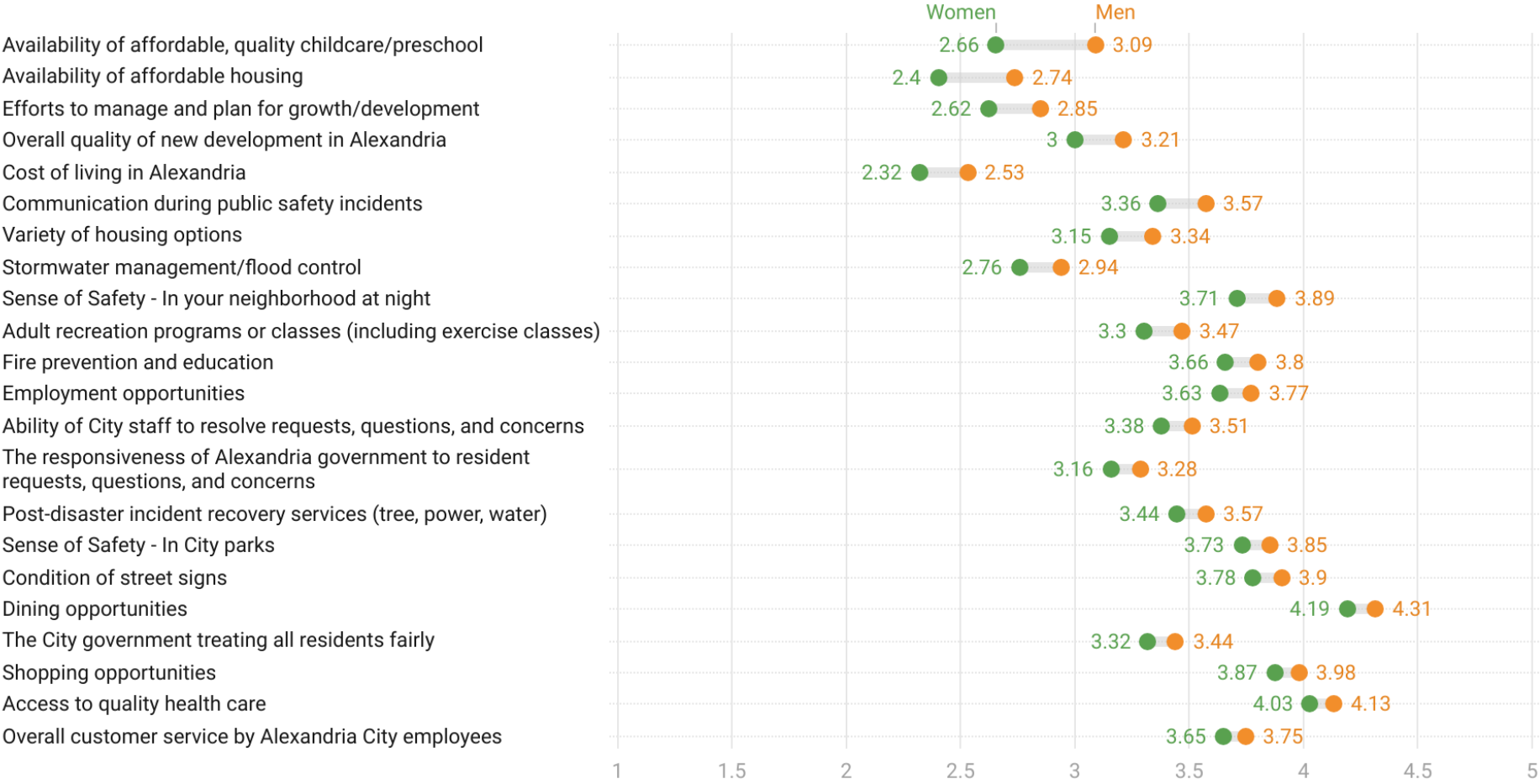


Above are questions where the average rating significantly differed between respondents that identified as White or Caucasian and those that did not.

Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

Men had higher perceptions of services than women; the largest gaps were from childcare and affordable housing

Perception Differences by Gender



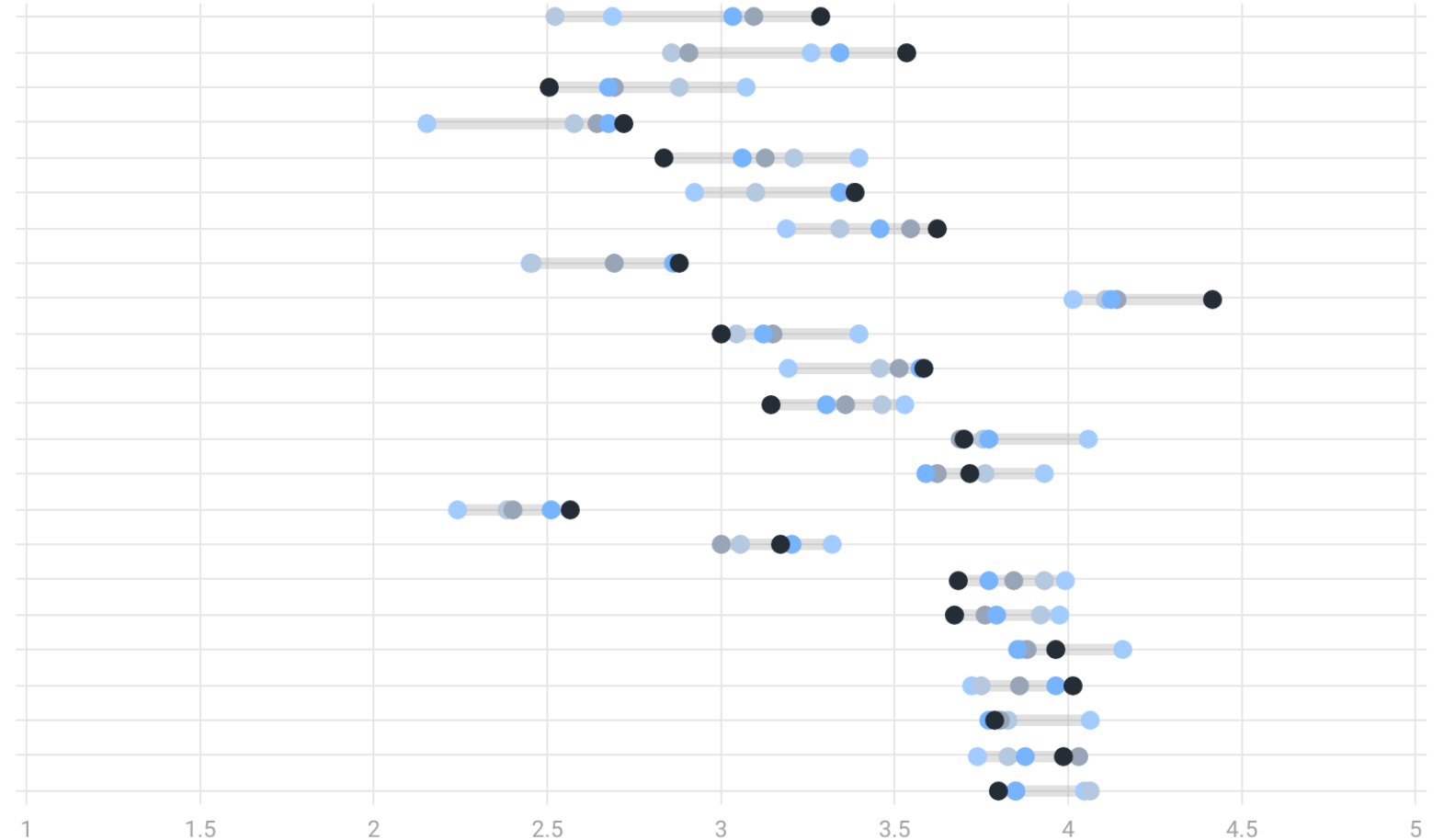
Above are questions where the average rating differed significantly between respondent gender identities.
 NOTE: Eight respondents preferred to specify their gender identity. This is too small of a sample size to calculate statistical significance, so these responses have been removed from the calculations above.

Alexandria as a place to retire and affordability of childcare had the largest difference by age

Perception Differences by Age

● 18-34 ● 35-44 ● 45-54 ● 55-64 ● 65+

- Availability of affordable, quality childcare/preschool
- Alexandria as a place to retire
- Efforts to manage and plan for growth/development
- Availability of affordable housing
- Overall quality of new development in Alexandria
- Variety of housing options
- Safety while biking in Alexandria
- Quality of K-12 education
- Response times to 911 emergencies
- Condition of streets
- Communication during public safety incidents
- Condition of sidewalks
- Sense of Safety - In City parks
- Availability of parking near my home
- Cost of living in Alexandria
- The value of services for the taxes paid to Alexandria
- Condition of street signs
- Quality of overall natural environment in Alexandria
- Sense of Safety - In Alexandria overall
- Overall quality of police services
- Sense of Safety - In commercial/business areas of the City
- Ease of travel by Metro in Alexandria
- Alexandria parks, open space, or greenspace

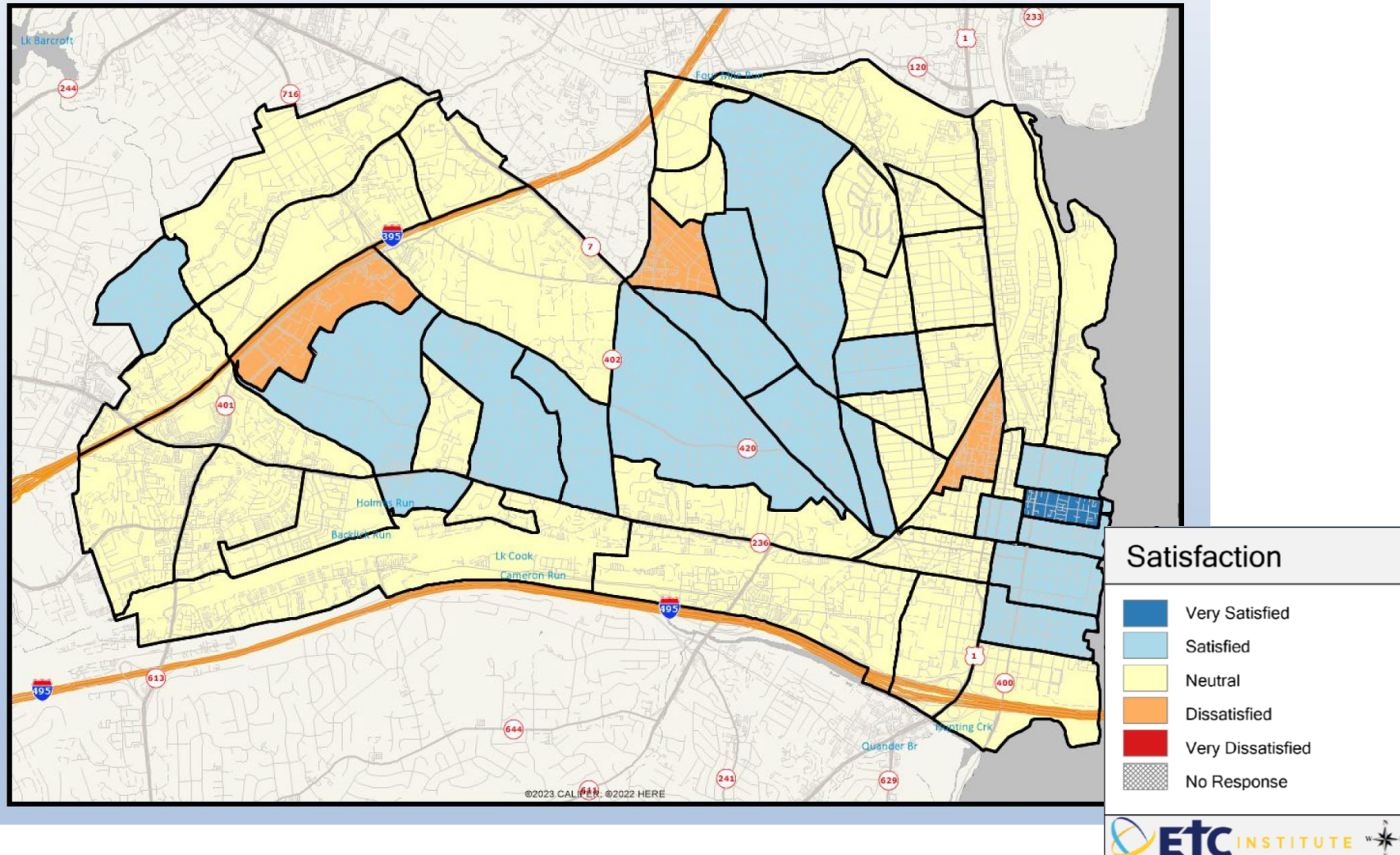


Above are questions where the average rating differed significantly between respondent age groups.

Chart: Alexandria Office of Performance Analytics • Created with Datawrapper

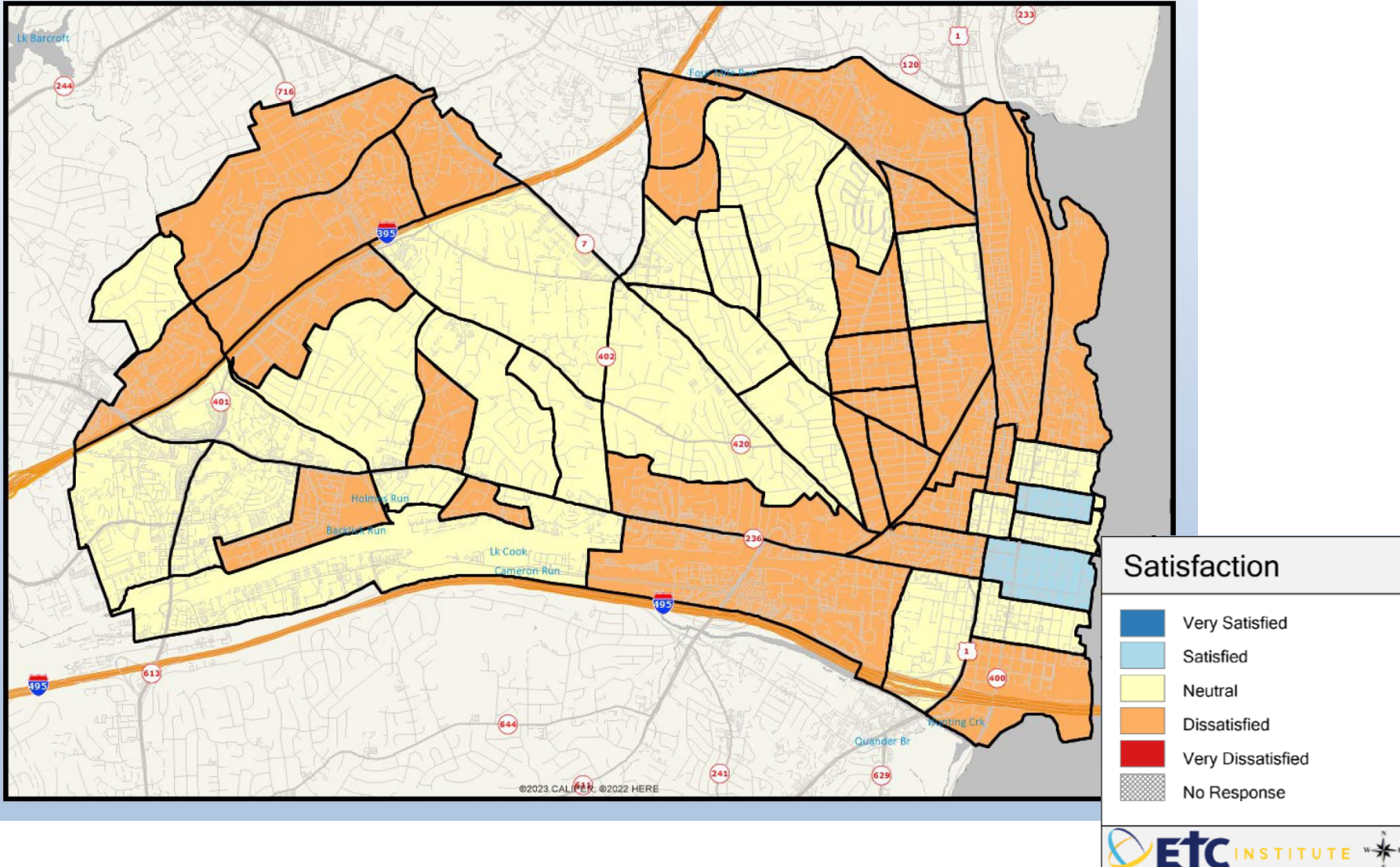
Q9-06. Variety of housing options

Mean: 3.23



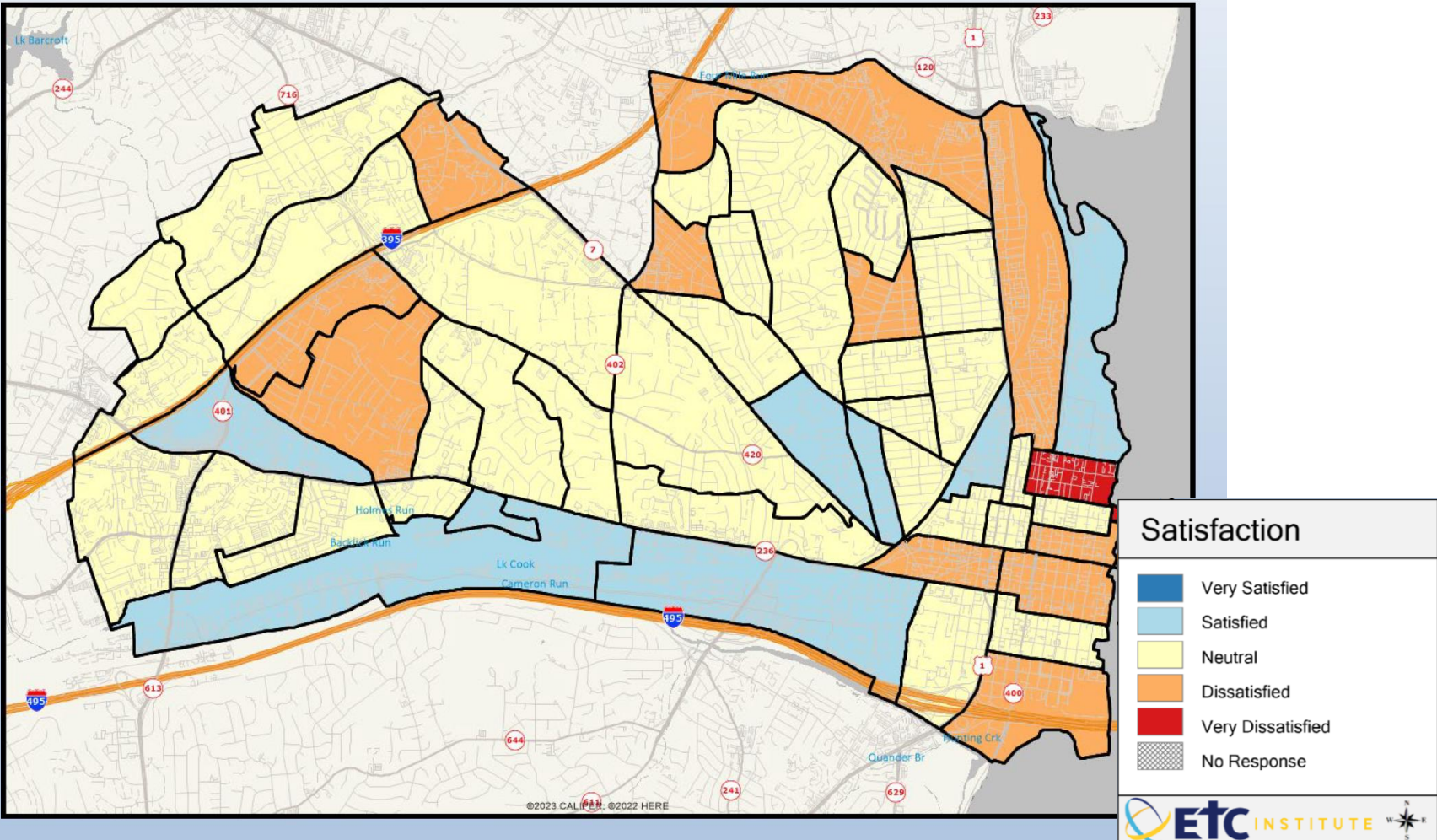
Q9-07. Availability of affordable housing

Mean: 2.57



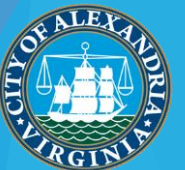
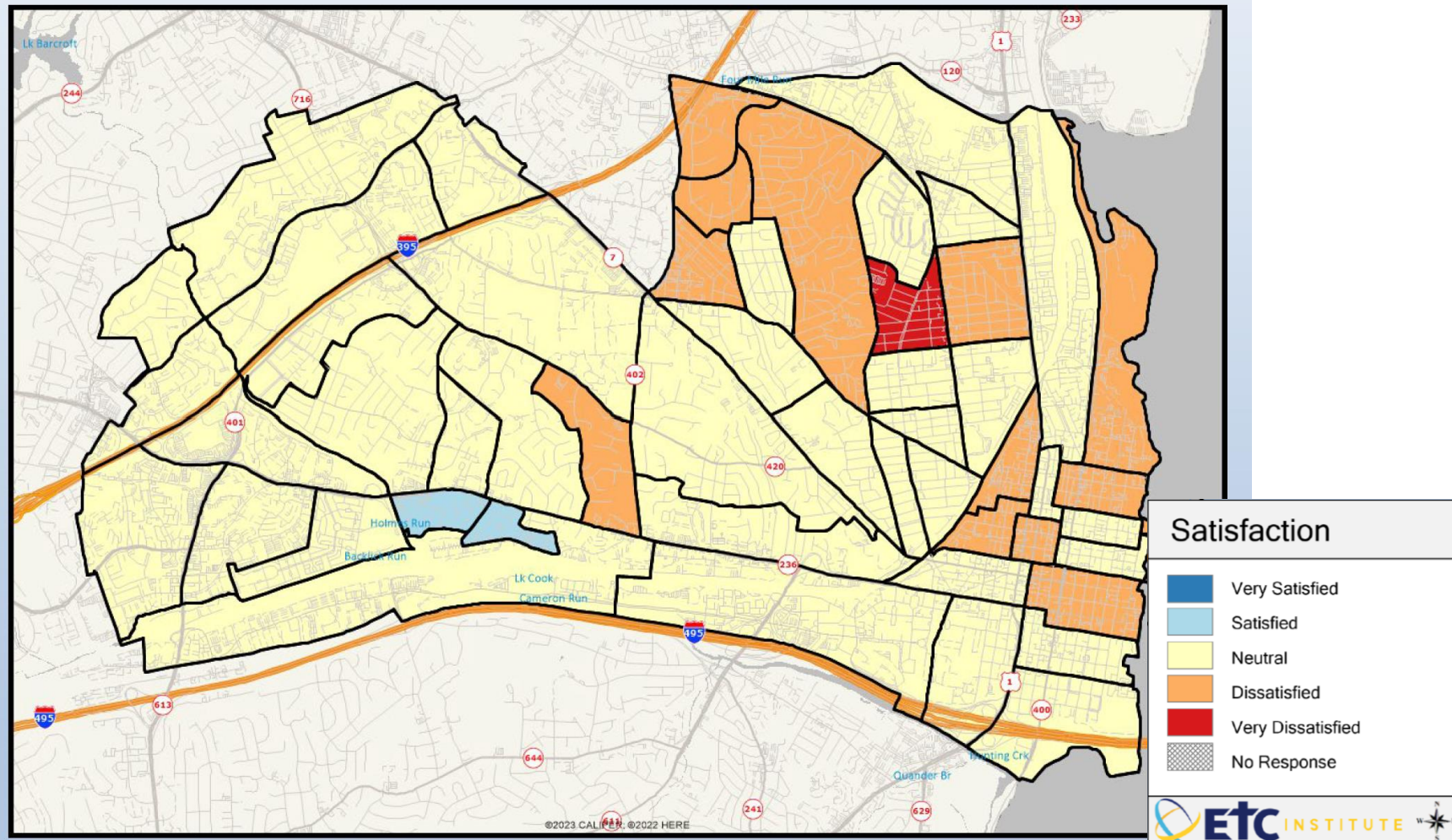
Q11-01. Availability of affordable, quality childcare/preschool

Mean: 2.88

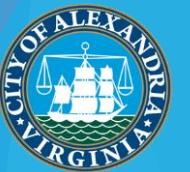


Q13-10. Stormwater management/ flood control

Mean: 2.83



Next Steps and Summary



From Insight to Action

Report

Full report on the website:

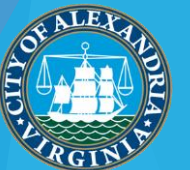
alexandriava.gov/performance

Review

Internal deep dive sessions with staff and Departments are ongoing

Re-survey

Plan to conduct survey again for continuous improvement





2024 Resident Survey Results

High Satisfaction with City Services

Residents expressed strong satisfaction with the **overall quality of city services**, rating them significantly higher than regional and national averages.

Alexandria as Place to Live

Respondents viewed Alexandria as a **desirable place to live**, highlighting its high quality of life and sense of safety.

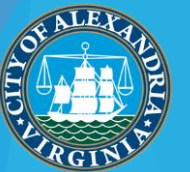
Areas for Improvement, Unpacked

While overall satisfaction is high, the survey identified specific areas where the City can **focus on continuous improvement** and provided greater context for the challenges we seek to address in our community.

Unique Source of Feedback

The format and methodology of the resident survey enables a holistic review of overall performance across the entire city as well as **disaggregated reviews of perceptions** by experiences, demographics, and geography.

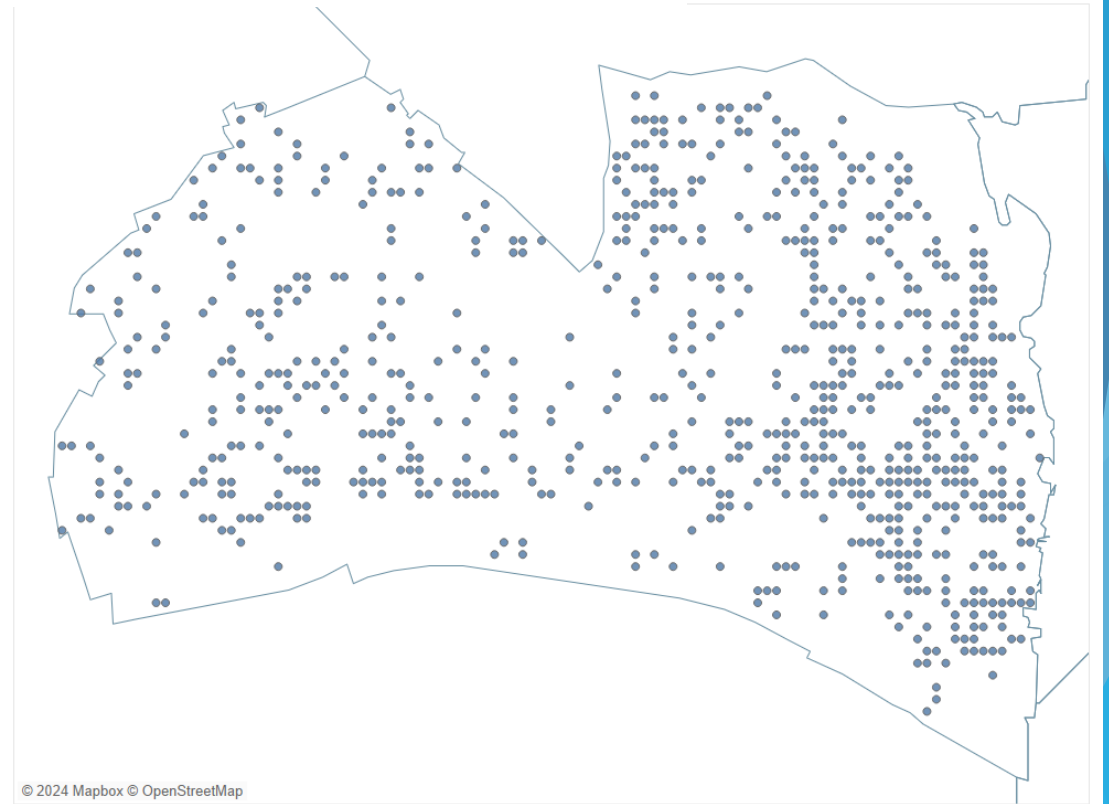
Appendix – Demographics of Respondents



Who filled out the survey?

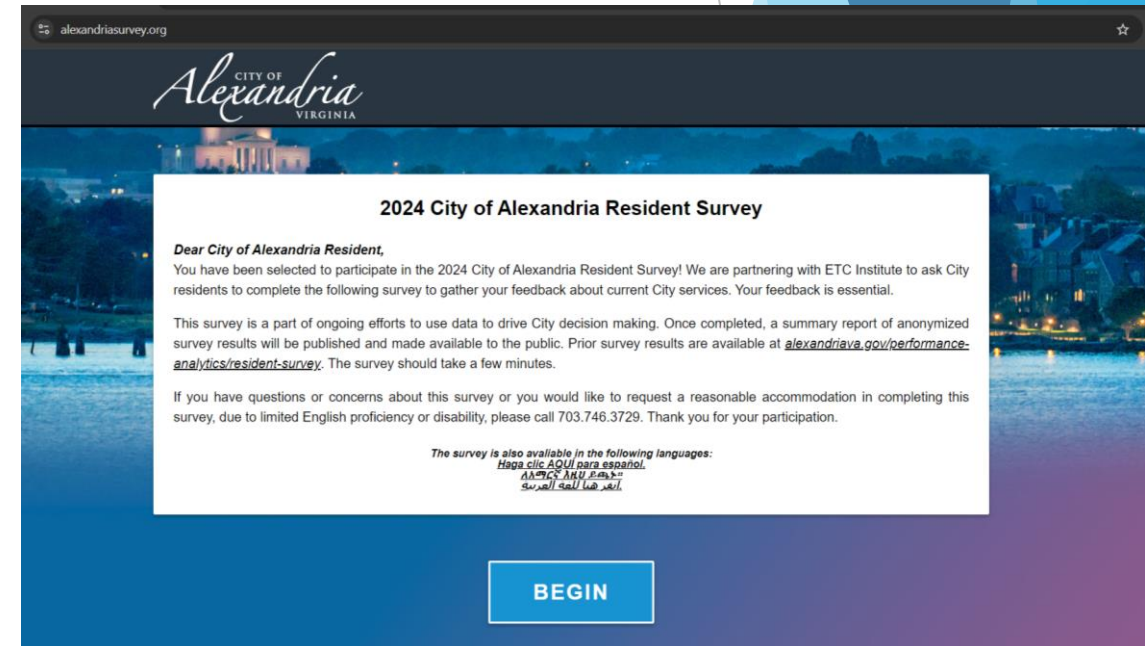
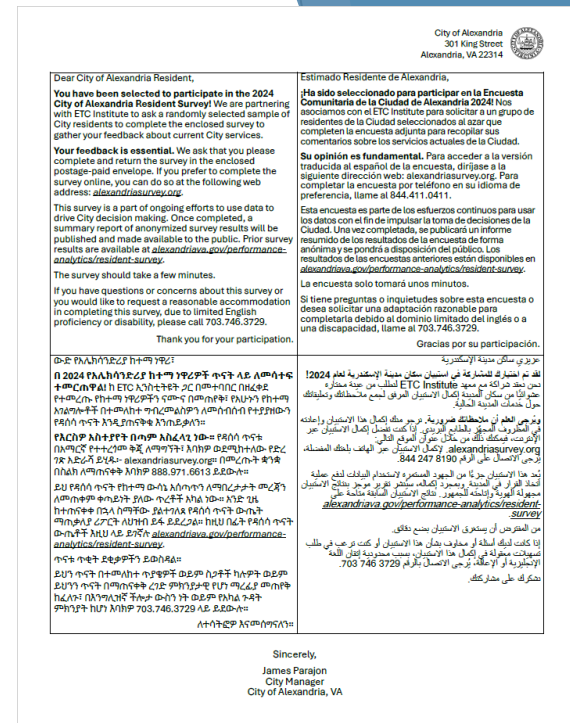
- ▶ 1,147 responses from 7,000 surveys distributed
 - ▶ ~16% response rate
 - ▶ 327 returned by mail
 - ▶ 820 answered on web
 - ▶ Margin of Error: $\pm 2.88\%$

Map of Respondents



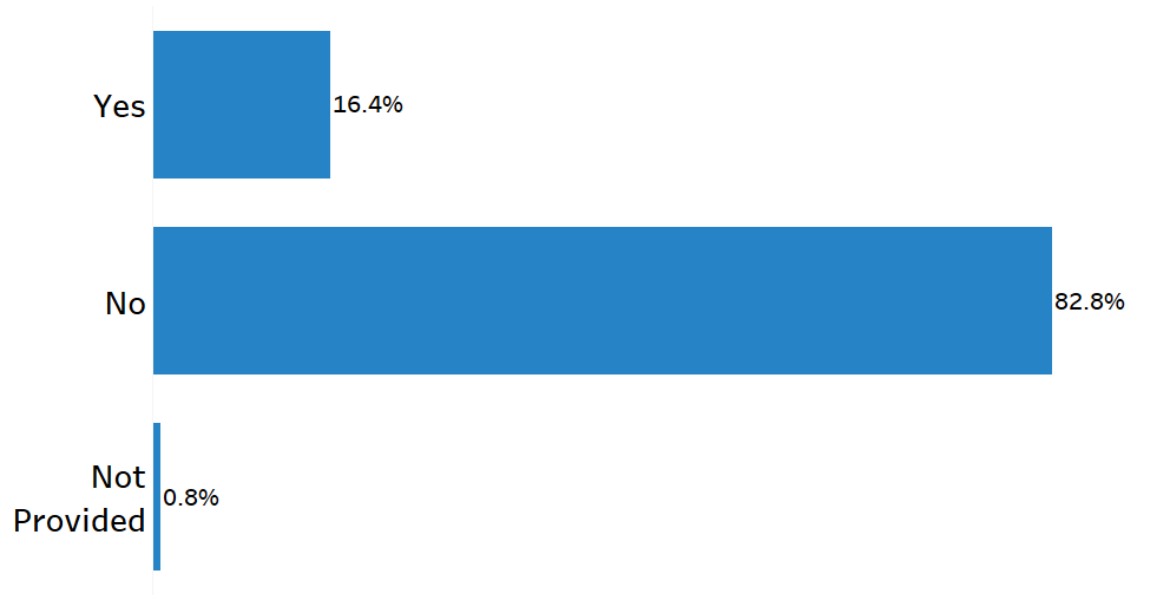
Survey Mechanism

- ▶ **Print and web options for response**
- ▶ **Web version was translated into: Spanish, Amharic, and Arabic**
- ▶ **Results benchmarked by vendor to match Census data for race/ethnicity in the City of Alexandria**
- ▶ **Selected larger sample than was required for City-wide results in order to have statistical significance in additional race/ethnicities**
- ▶ **Revamped questions after longer period between surveys (first survey since COVID-19)**

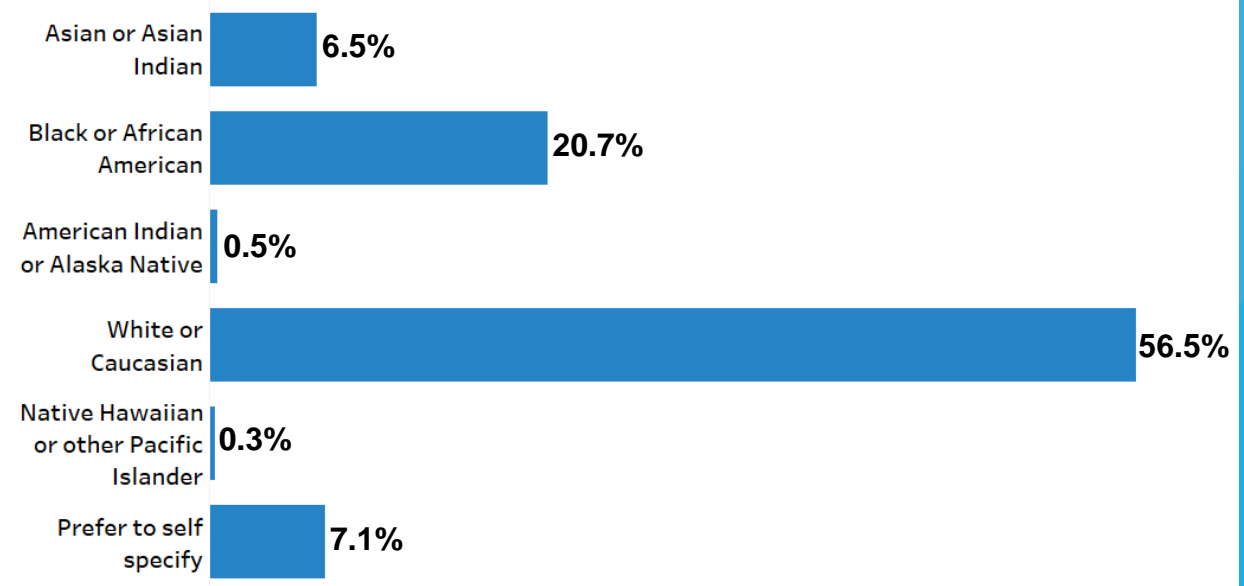


Who filled out the survey?

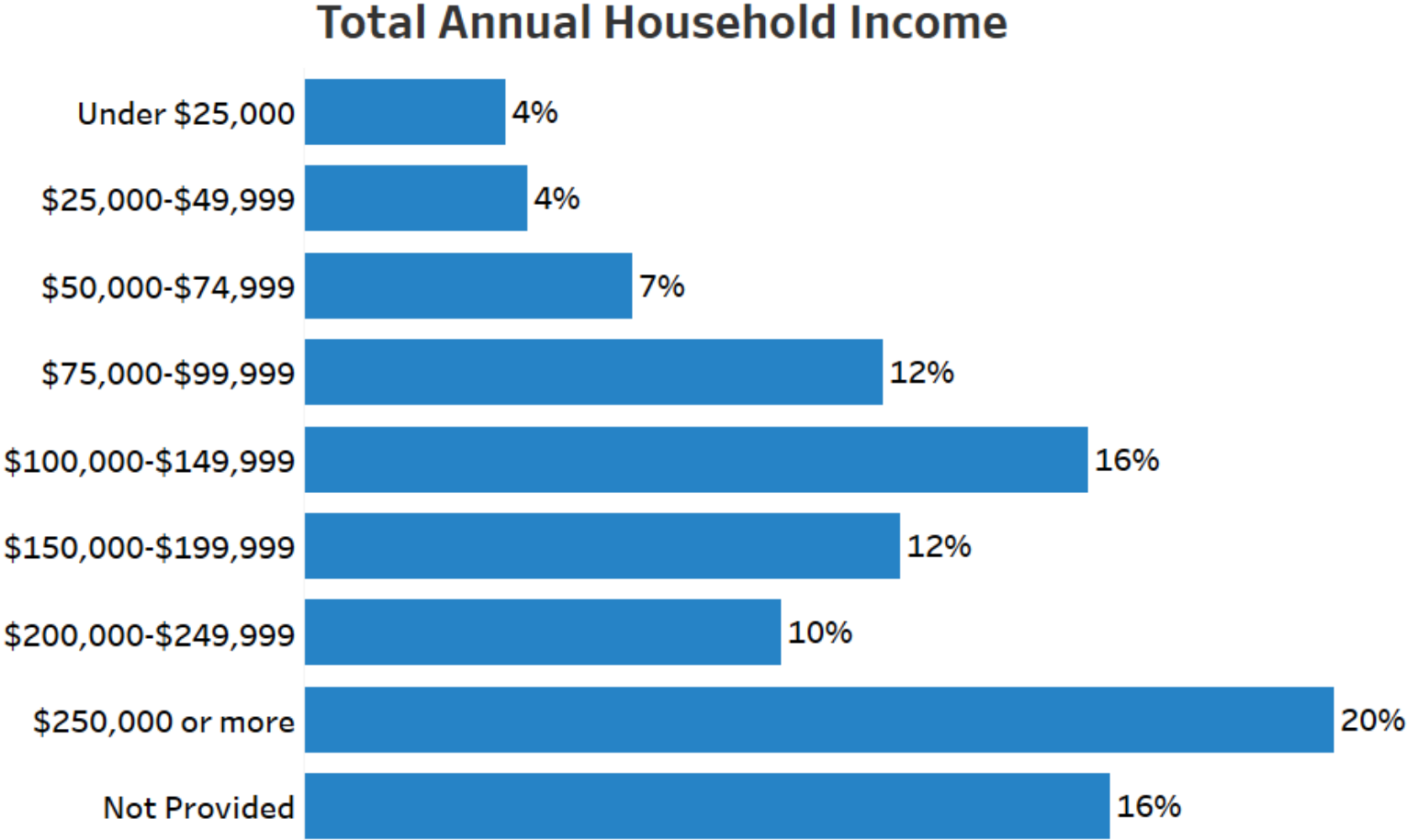
Hispanic, Spanish, or Latino/a/x Ancestry



Race/Ethnicity

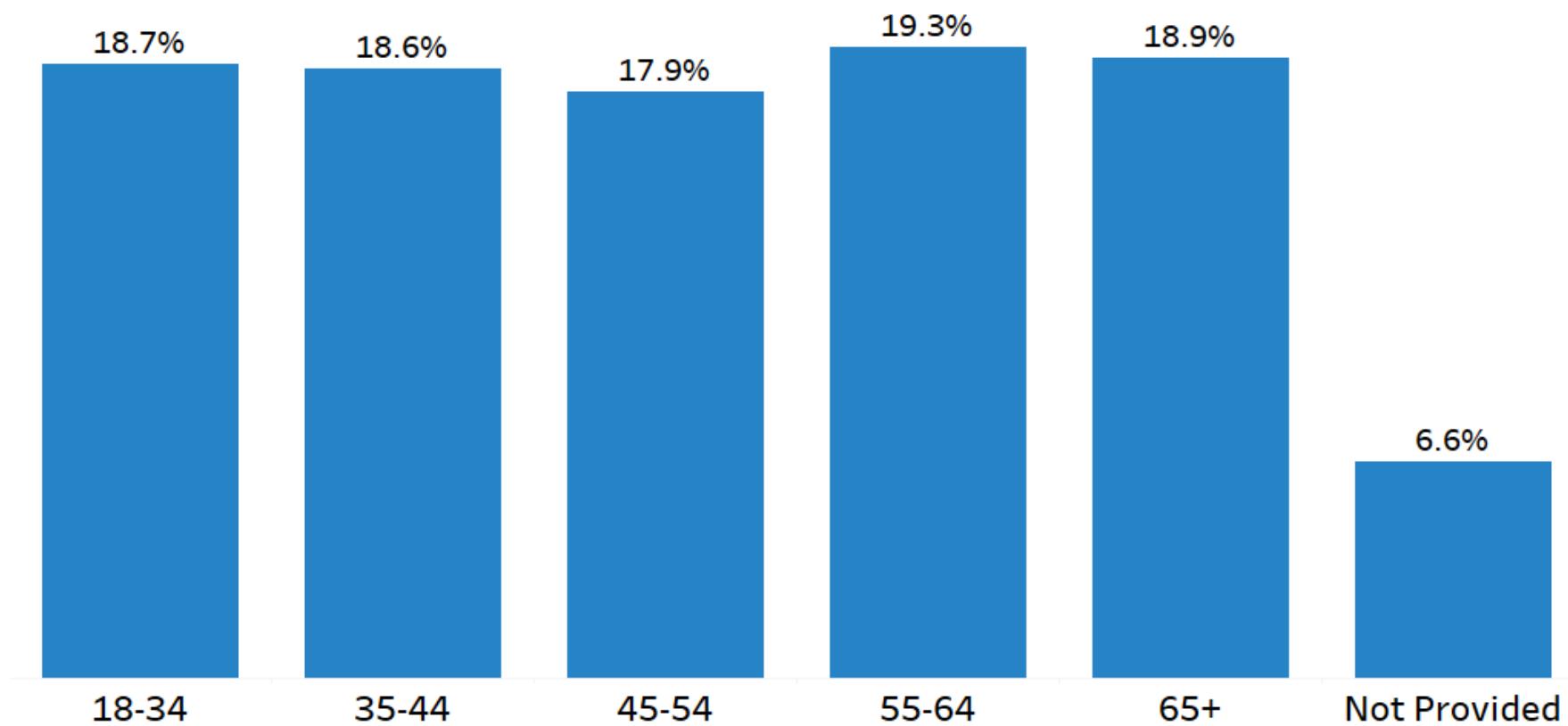


Who filled out the survey?



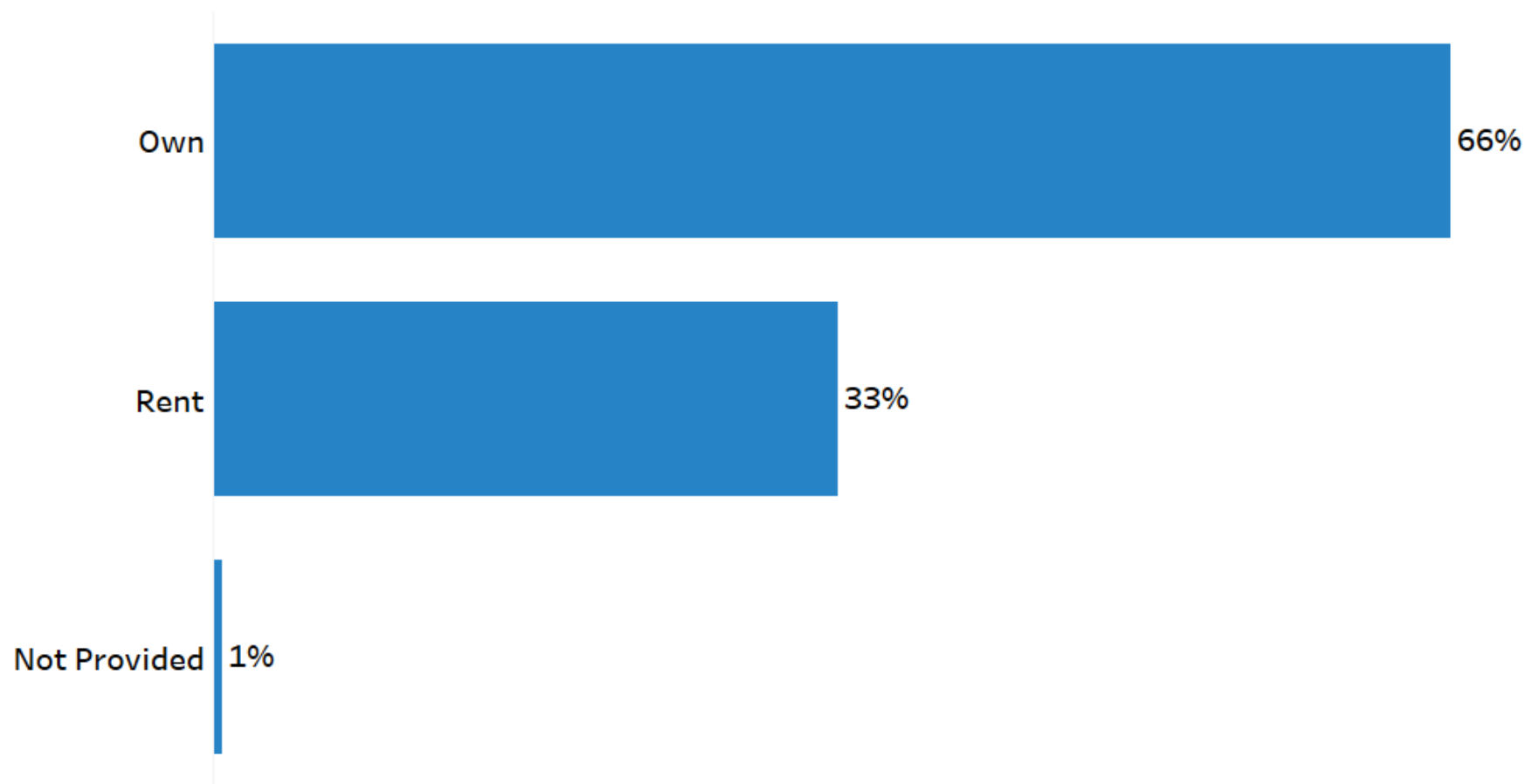
Who filled out the survey?

Age of Respondents



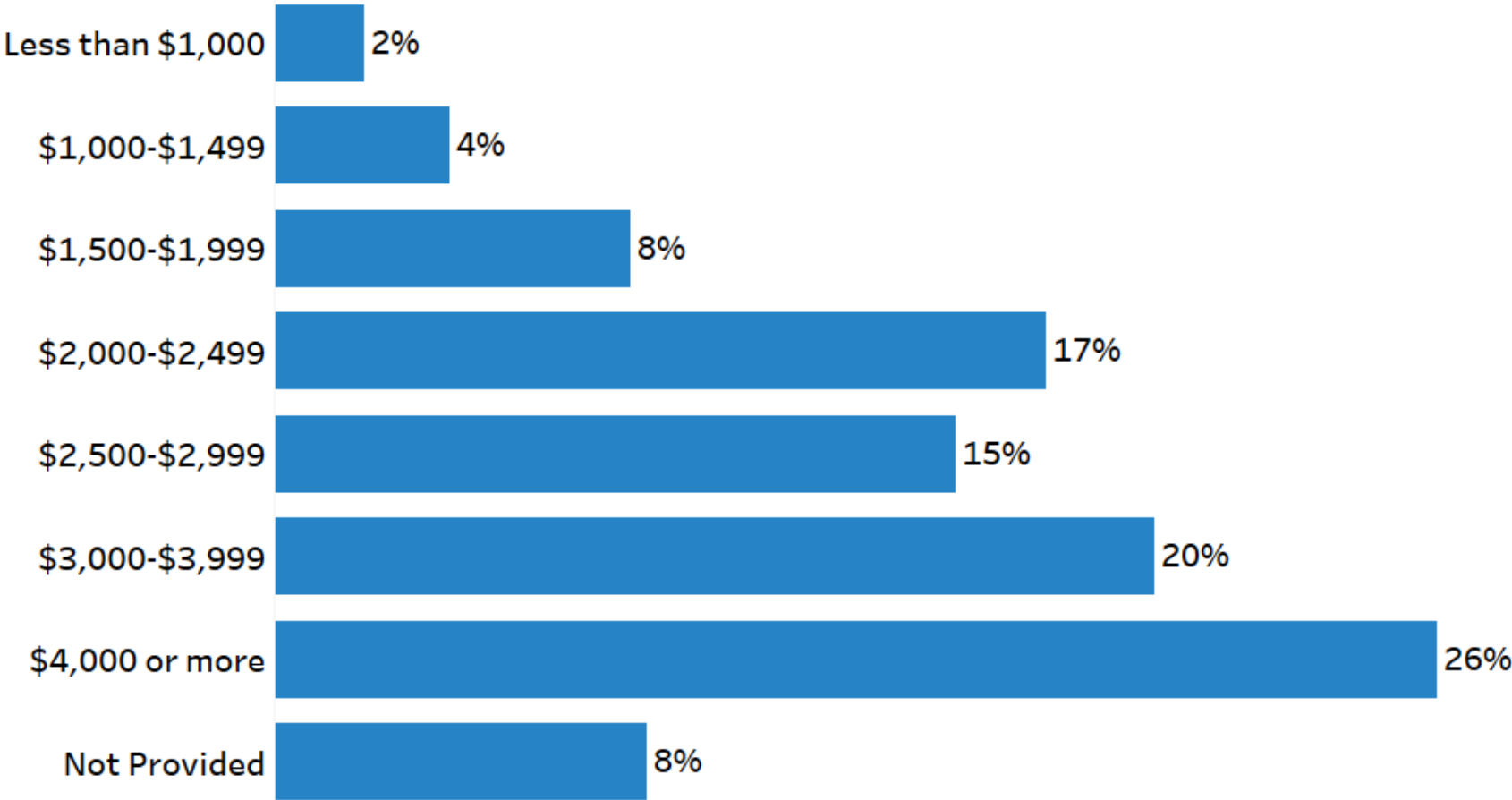
Who filled out the survey?

Rent or Own Current Residence

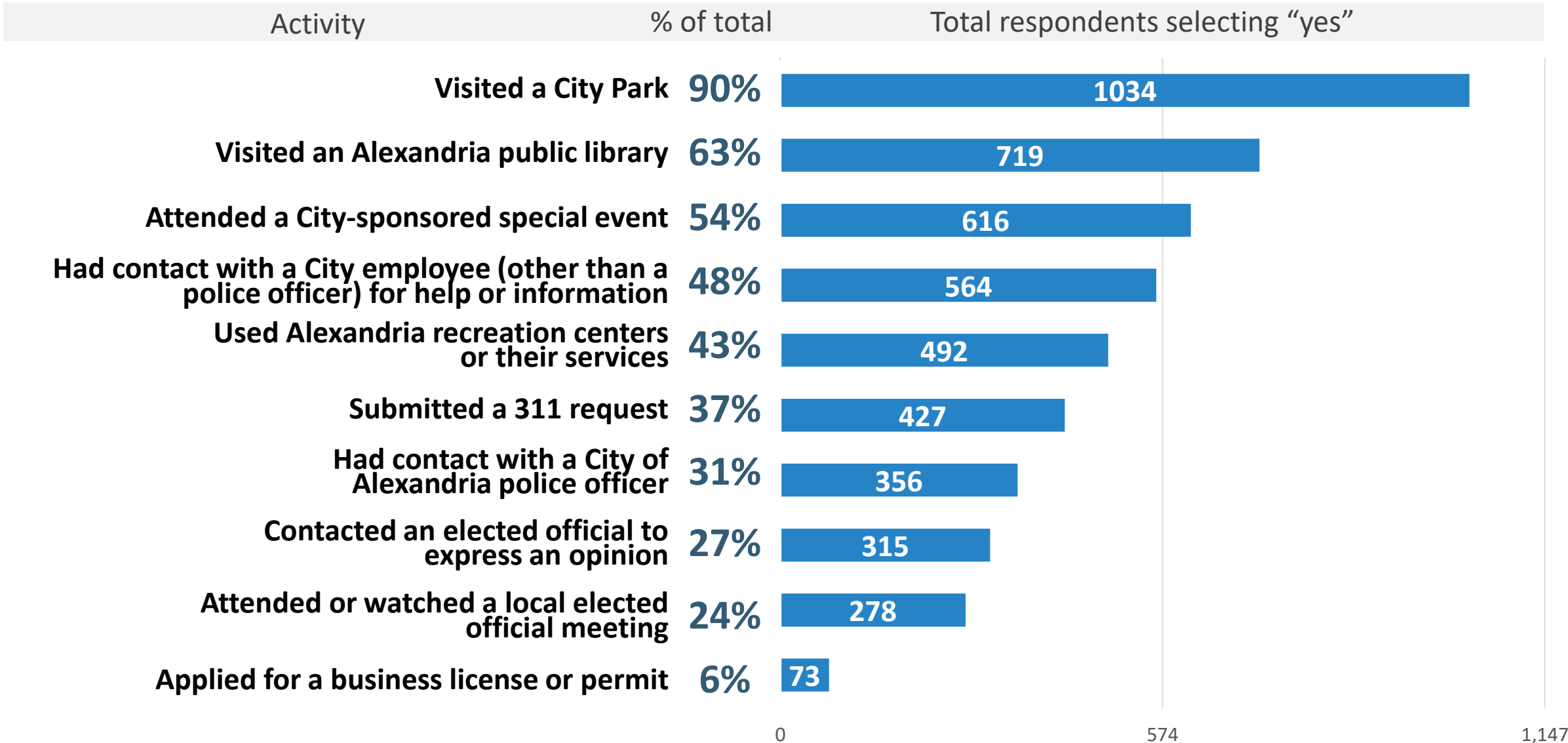


Who filled out the survey?

Monthly Housing Costs



Activity in the last twelve months by respondent count



Statistical Significance and ANOVA Tests

- ▶ **Statistical Significance** – refers to the likelihood that observed results are due to genuine differences or patterns in the populations being sampled and are not just due to random chance
- ▶ **Analysis of Variance (ANOVA)** – is a statistical test used to assess differences between the means of more than two groups (e.g., categories for time lived in Alexandria or race and ethnicity)
- ▶ **T-test of Significance** – tells you how significant the differences between two group means are and if those differences in means could have happened by chance.

