



Alexandria, VA

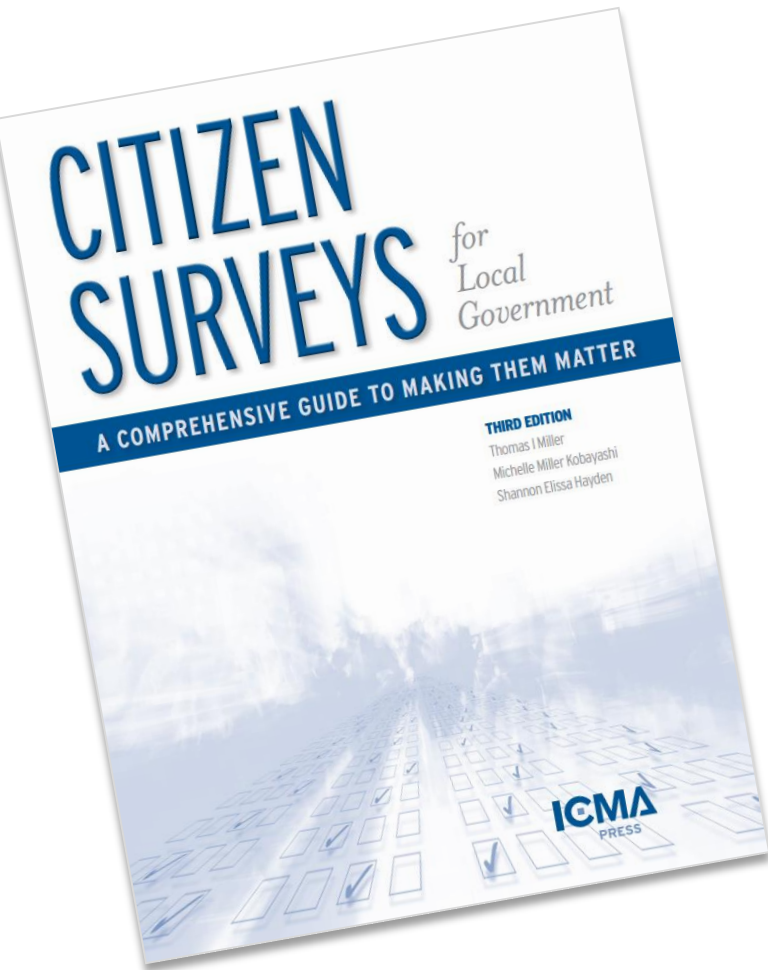
Key Findings 2016

The NCS is presented by NRC in collaboration with ICMA



Leaders at the Core of Better Communities

About NRC



- Over 20 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Alexandria

- 1st time participating in The NCS
- Random scientific sample of 1,400 households
 - 357 returned surveys; 26% response rate
 - $\pm 5\%$ margin of error

Additional
contact

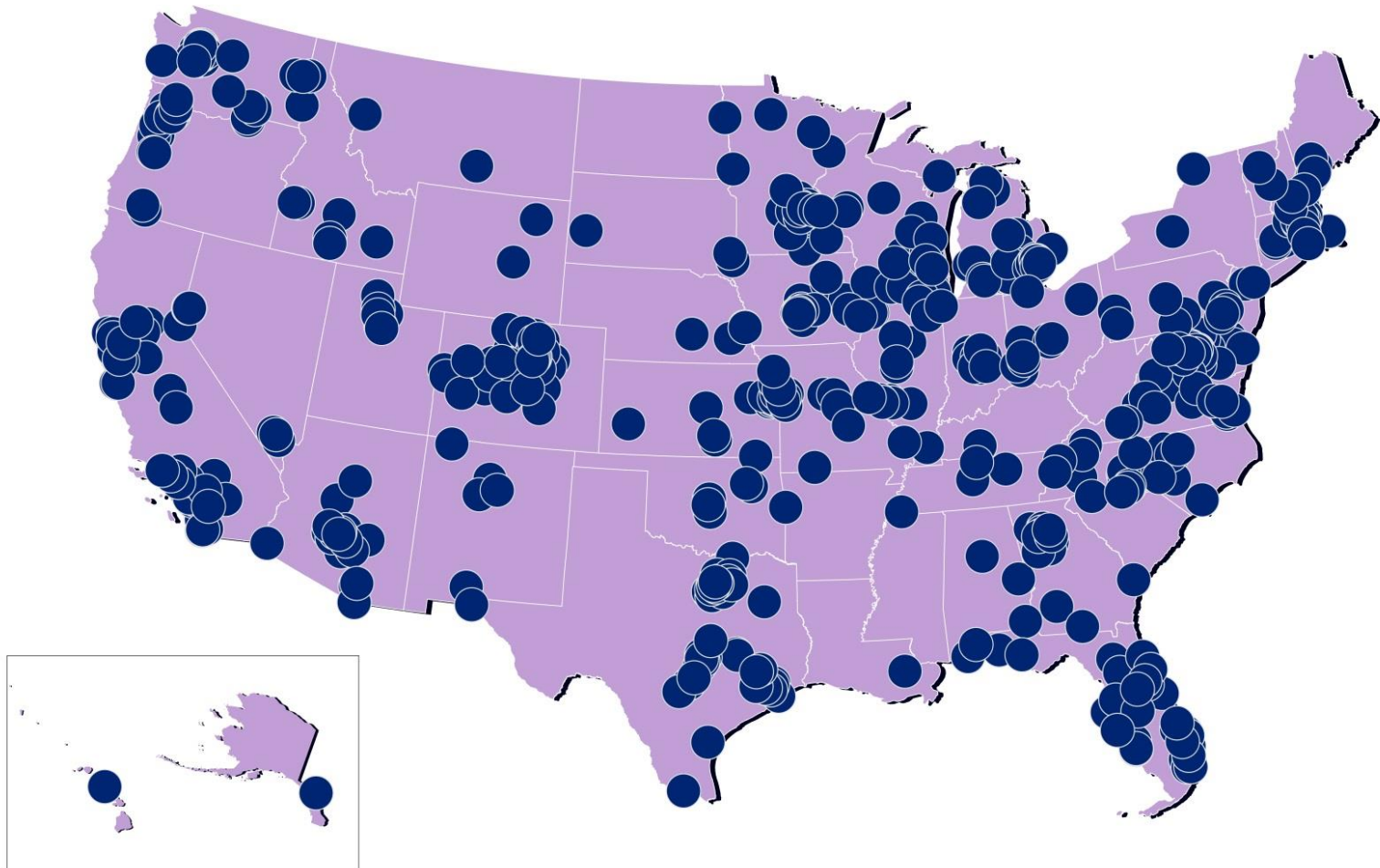
Spanish

Geographic
comparisons

Presentation

Custom
benchmarks

National Benchmark Comparisons



2016 National Benchmark Comparisons

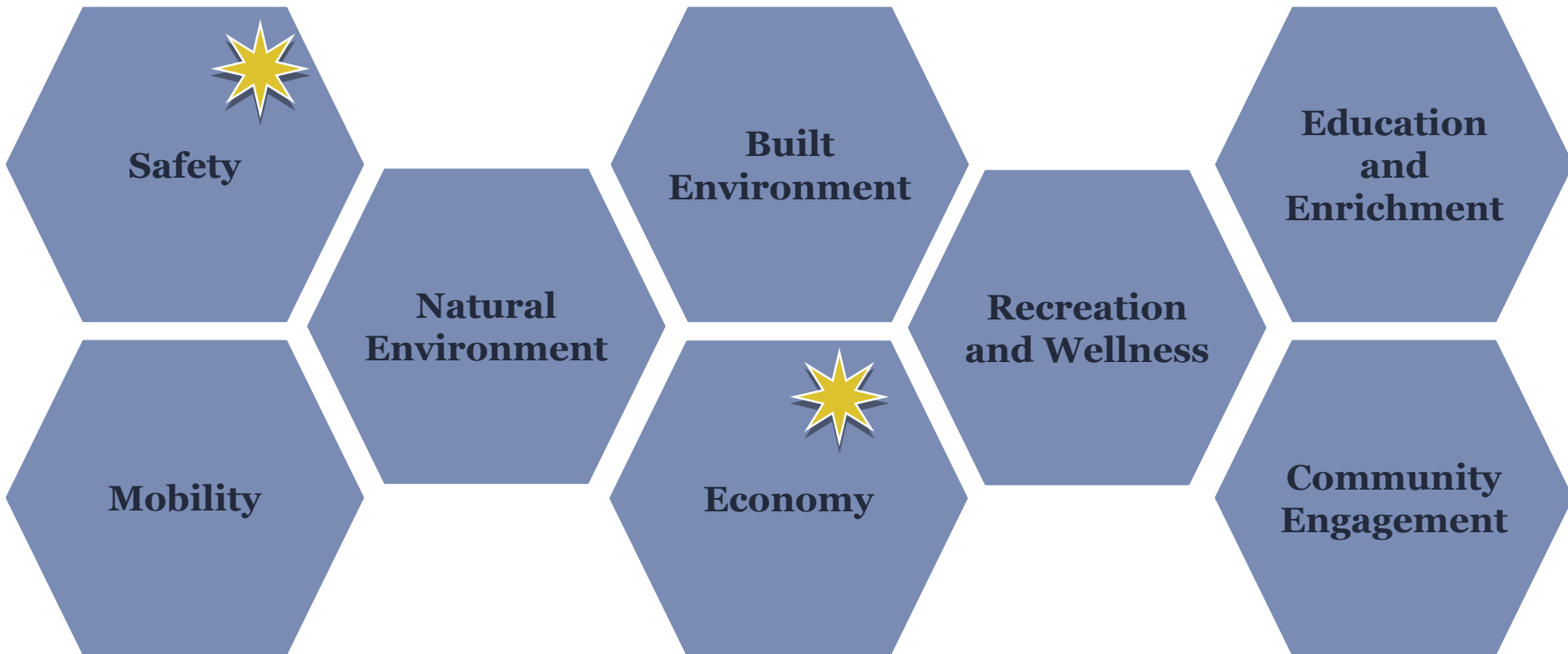


Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important

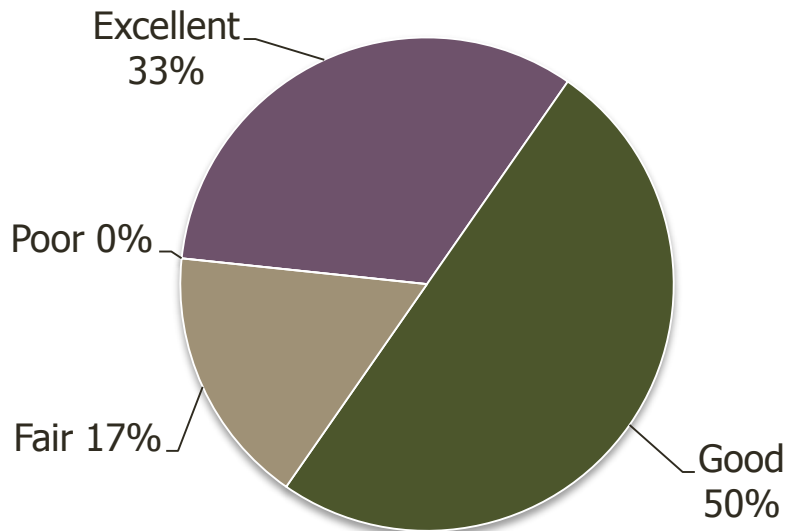


Key
Finding
#1

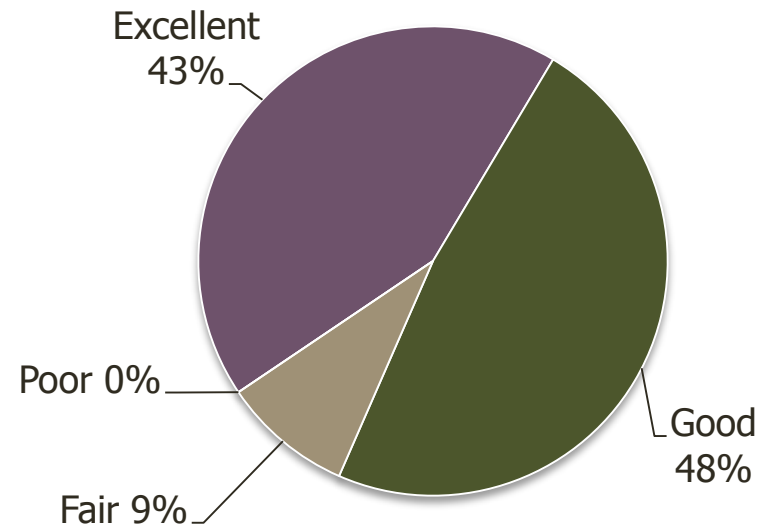
**Quality of life is
high**

Overall Quality of Life Ratings

Overall Quality of Life in Alexandria



Alexandria as a Place to Live



Community Characteristics

88%

Overall appearance



87%

Overall image

83%

Neighborhood

73%

Place to raise kids



Above benchmark

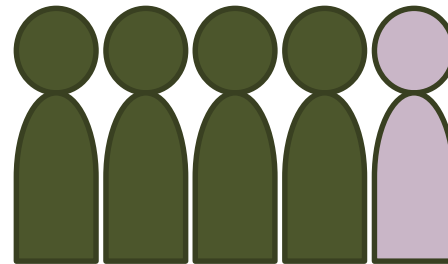
Quality of Life

Recommend
Alexandria

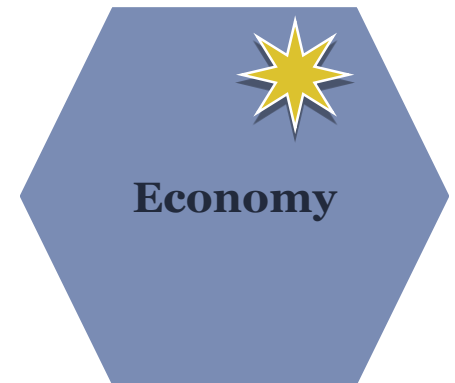
Remain in
Alexandria

at least
4 in 5

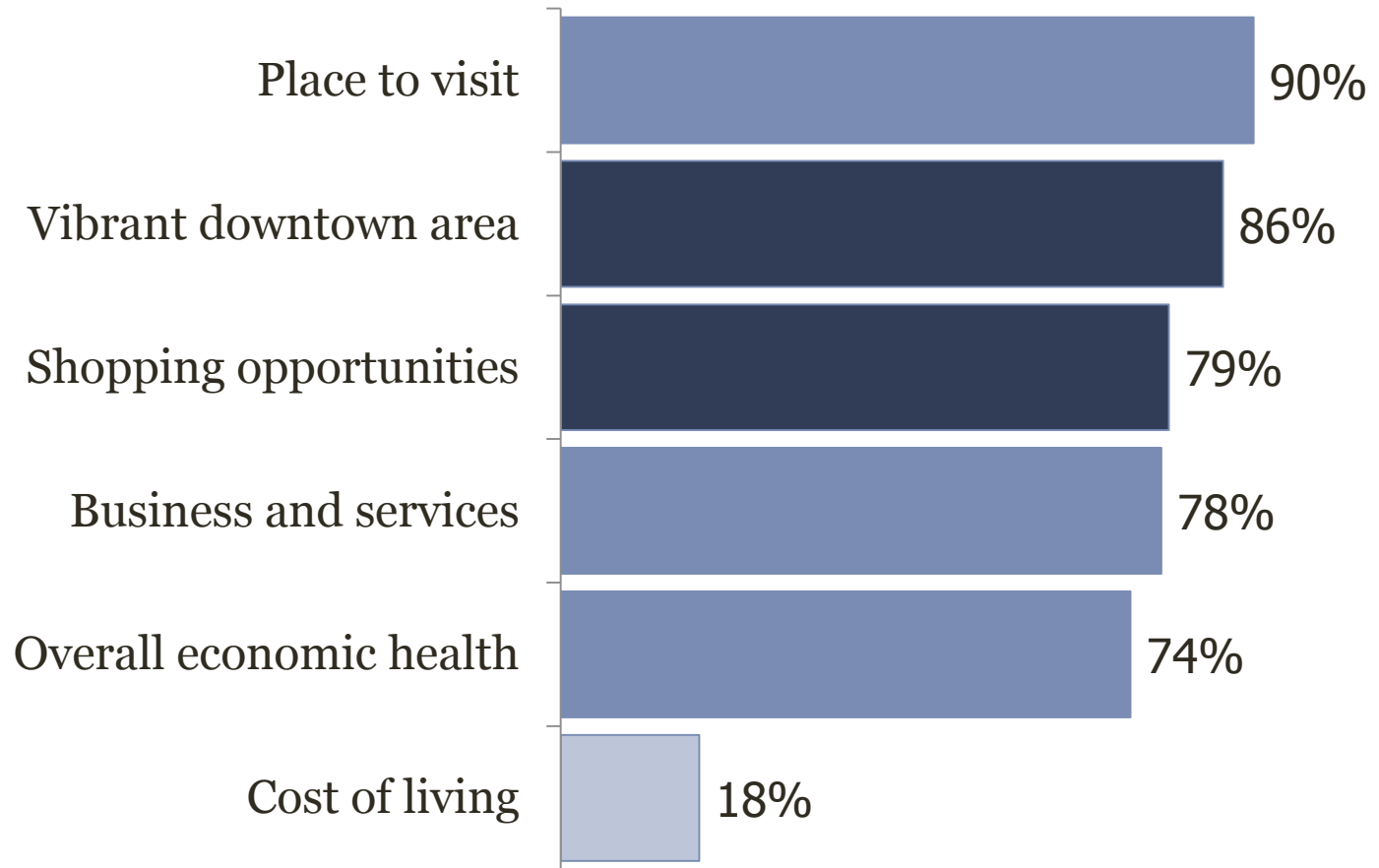
very or somewhat likely



Economy is a top priority



Aspects of Economy



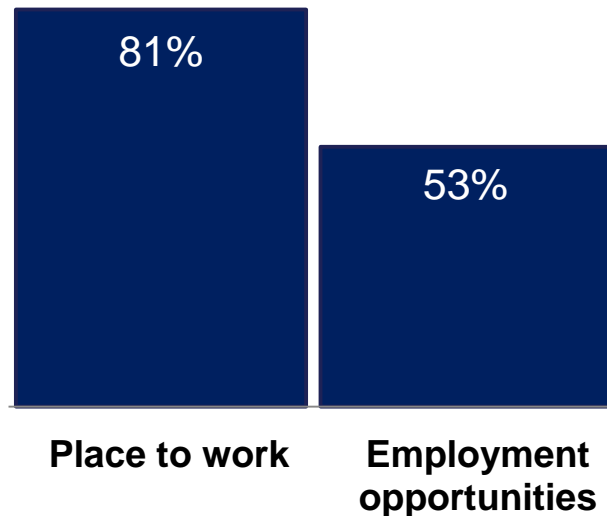
Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

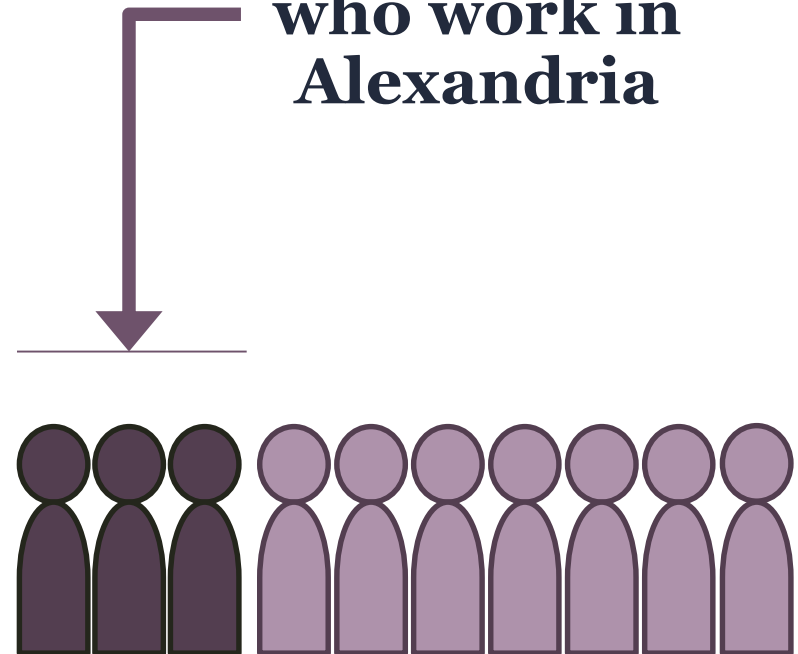
Percent excellent or good

Working in Alexandria

Percent rating excellent or good



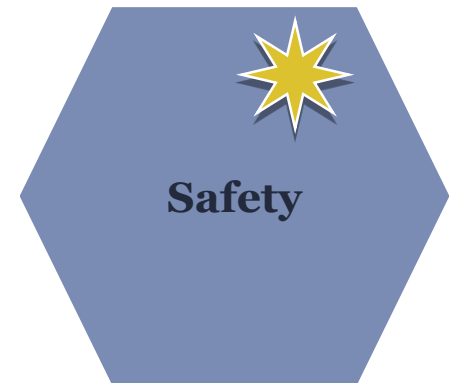
**Residents
who work in
Alexandria**



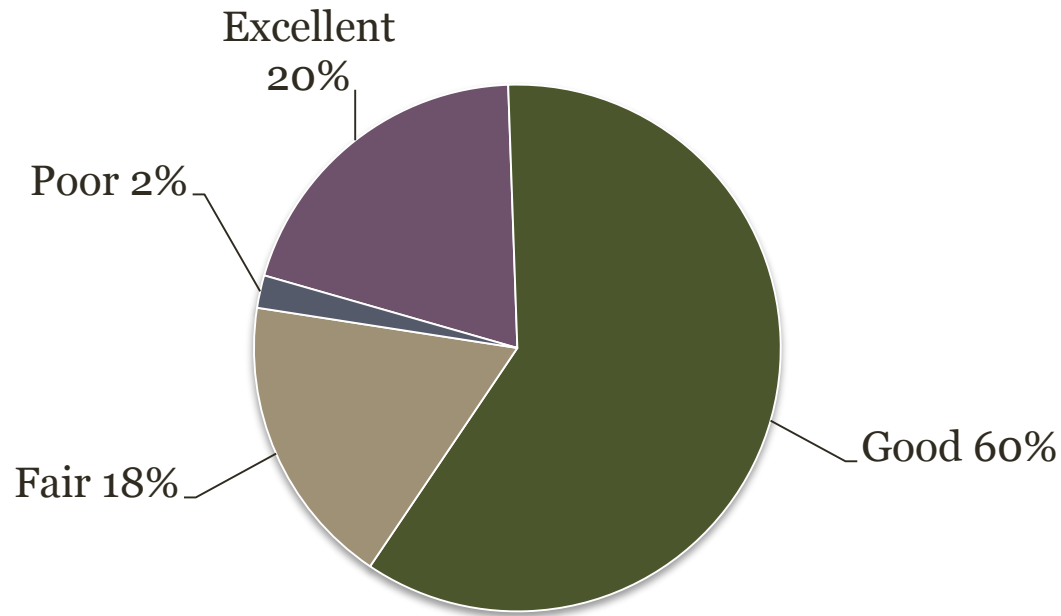
Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

Safety is valued



Overall Feeling of Safety



Feelings of Safety

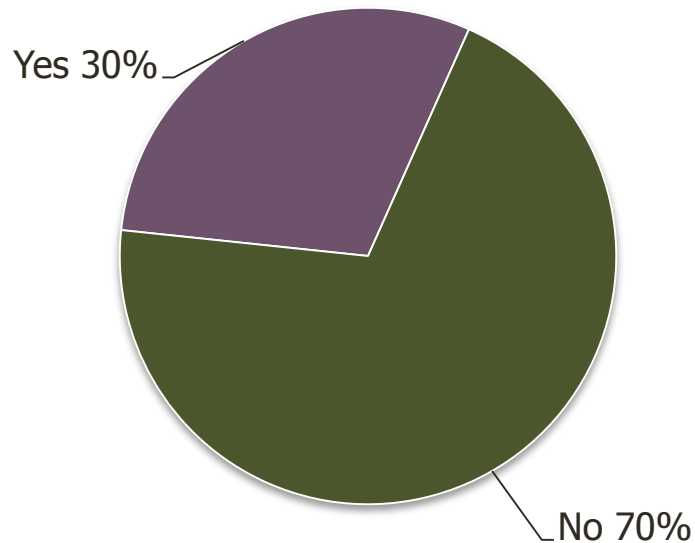
At least **9 in 10** felt safe:

- ✓ In Alexandria's Old Town
- ✓ In neighborhoods

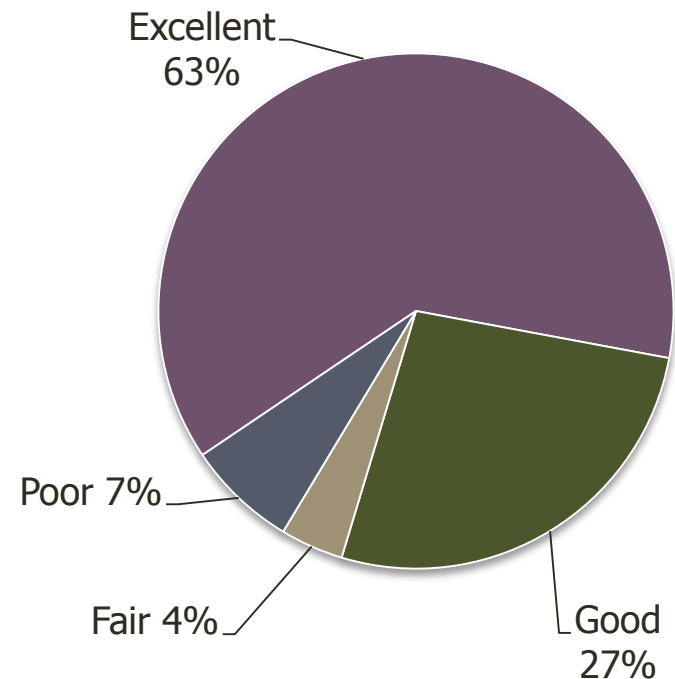


Contact with Alexandria Police

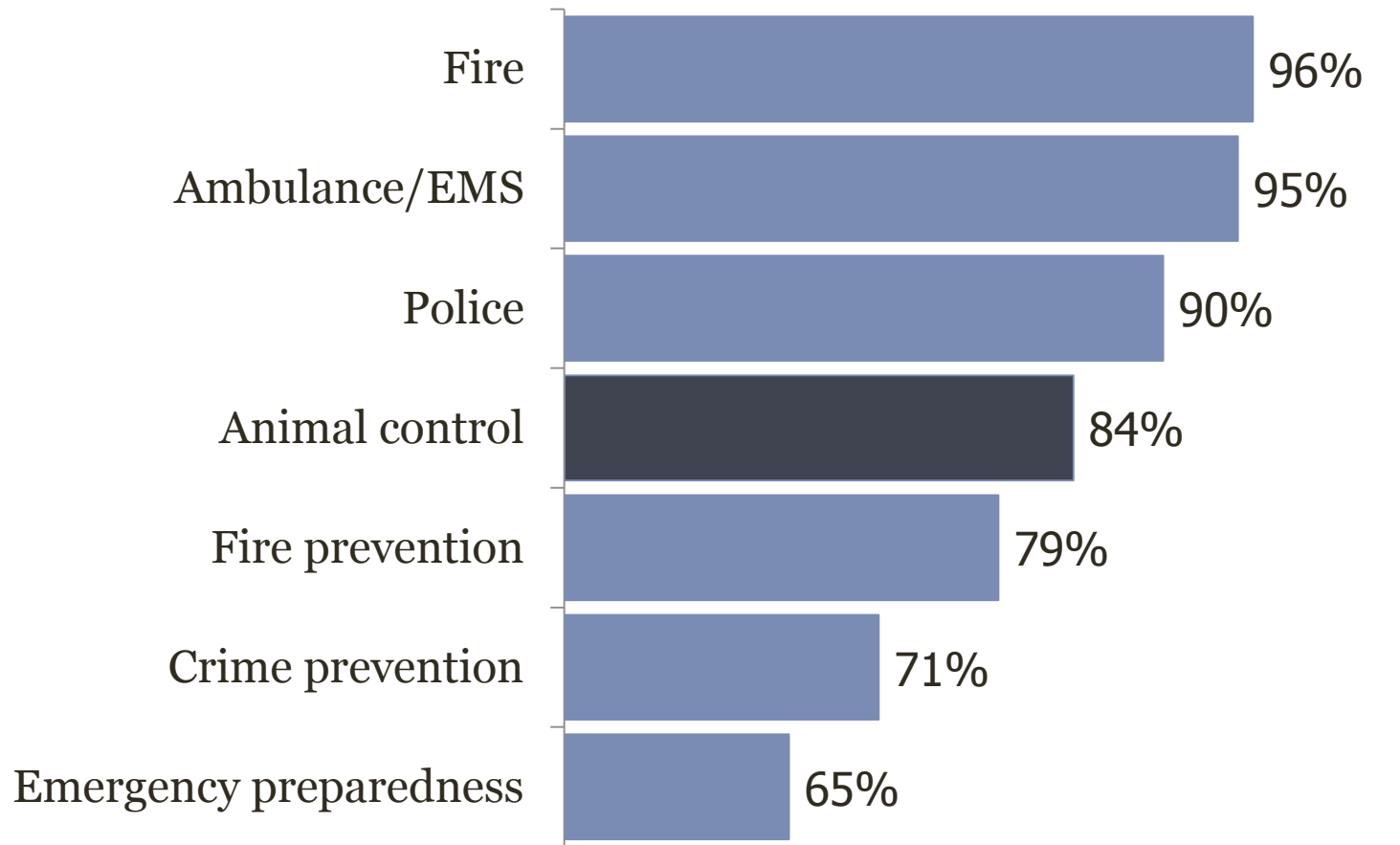
**Contact with a City of
Alexandria police
officer in last 12 months**



**Ratings of most recent
contact**



Safety Services



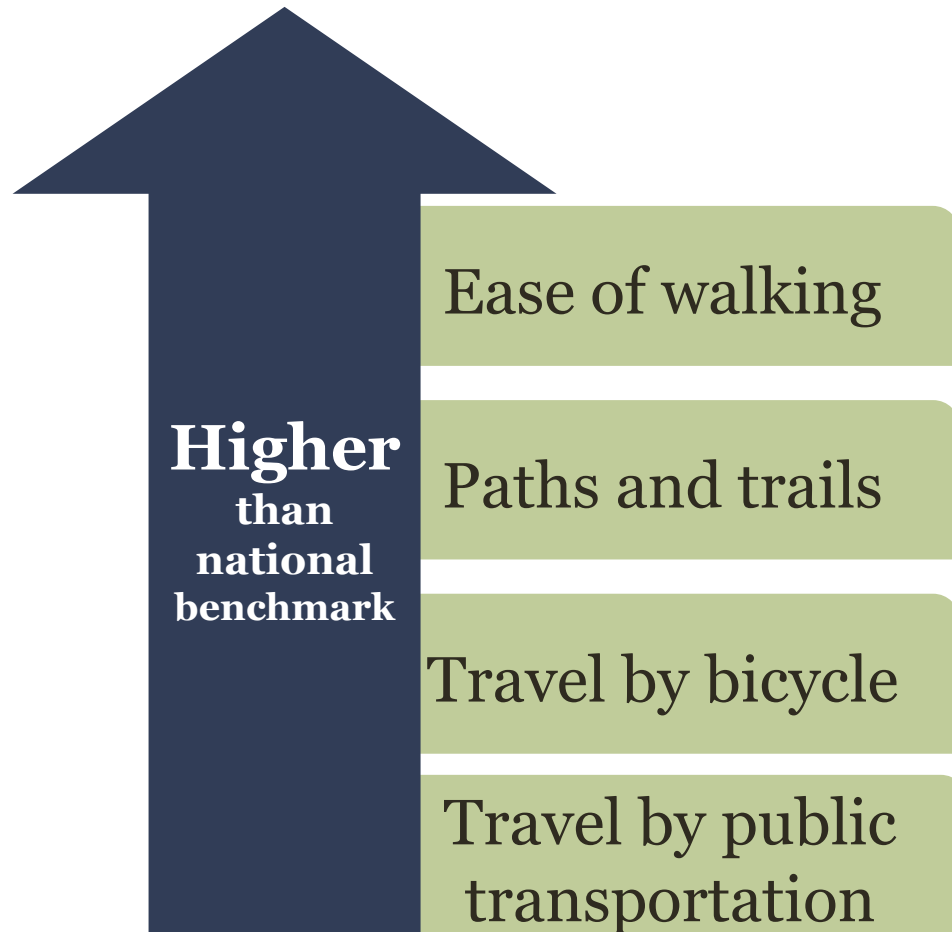
Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

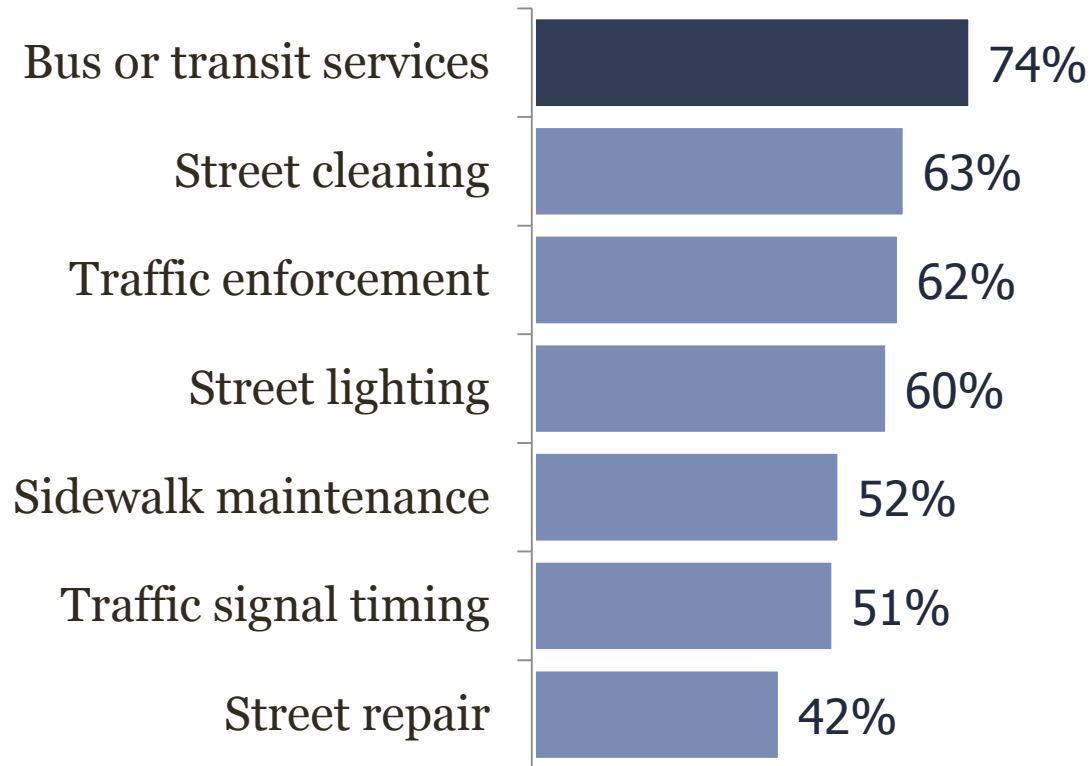
Percent excellent or good

Mobility is a strength

Excellent Mobility Ratings



Aspects of Mobility



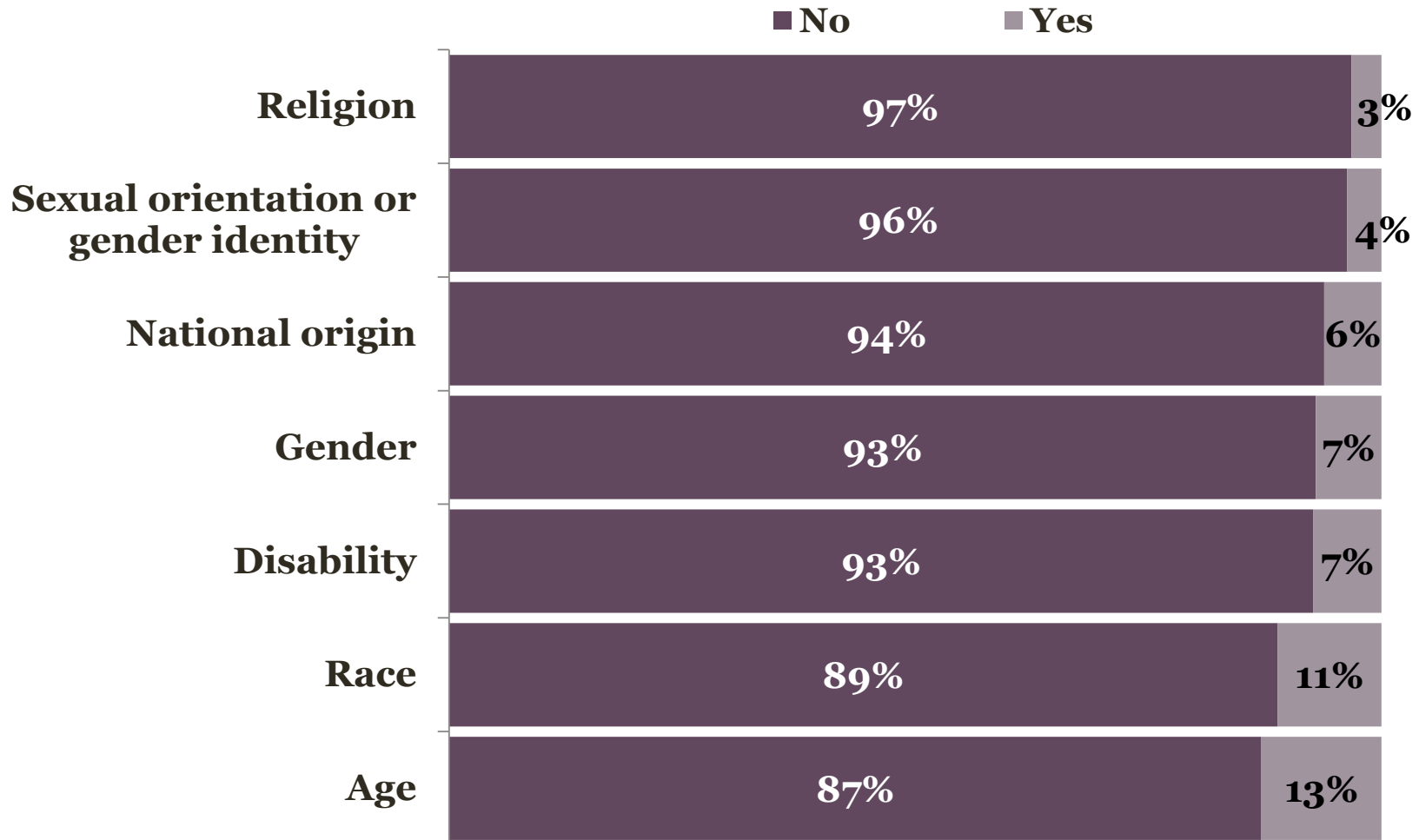
Percent excellent or good

Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

Special Topics

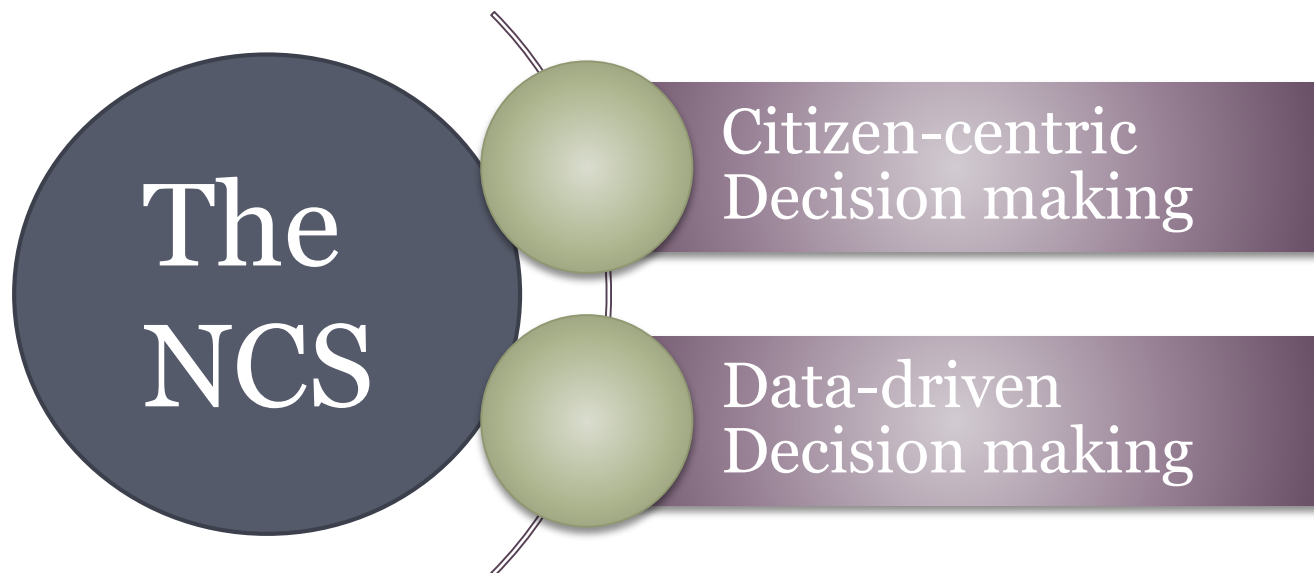
Perceived Barriers in Alexandria



Conclusions

- Quality of life is high
- Economy is a top priority
- Safety is also a top priority
- Mobility is a highlight with some room for improvement

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?



Thank you!

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