



Annual Resident Survey

City Council

April 25, 2017

Office of Performance and Accountability

How was the survey conducted?



Contracted the survey (fall)

- National Research Center (NRC) and International City/County Manager's Association (ICMA)
- NRC conducts these types of local government satisfaction surveys all over the US
- <http://www.n-r-c.com>



Collaboratively developed questions (winter)

- City Manager's Office and departments asked for custom questions
- Most questions are standard to allow for comparability with other jurisdictions
- The survey covers most front facing City services



Sent the survey to residents (January – February)

- Briefed City Council
- 3,000 residents from randomly selected households (up from 1,400 last year)
- Mail or online anonymous response
- Occurred between early January – middle of February

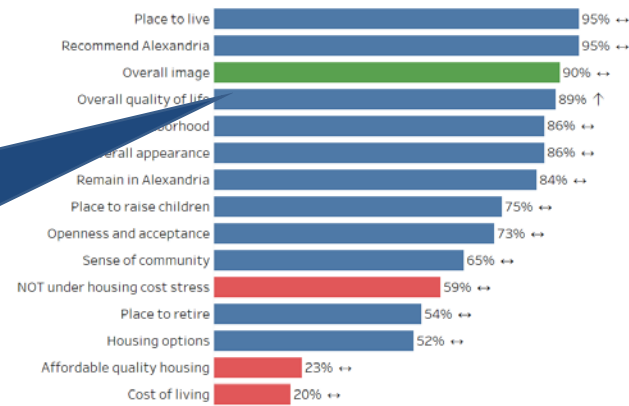


Received results (March)

- 689 (24%) responded (good for a mail survey)
- Responses were weighted to match our US Census demographics data
- Confidence interval of 95% with a 4% margin of error
- Today we are sharing highlights from the survey results

How to Read the Summary Results

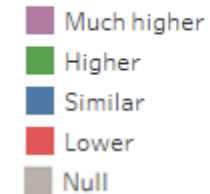
Resident satisfaction
or participation level



Arrows indicate the
change from last year

Color indicates how we compare
with other jurisdictions

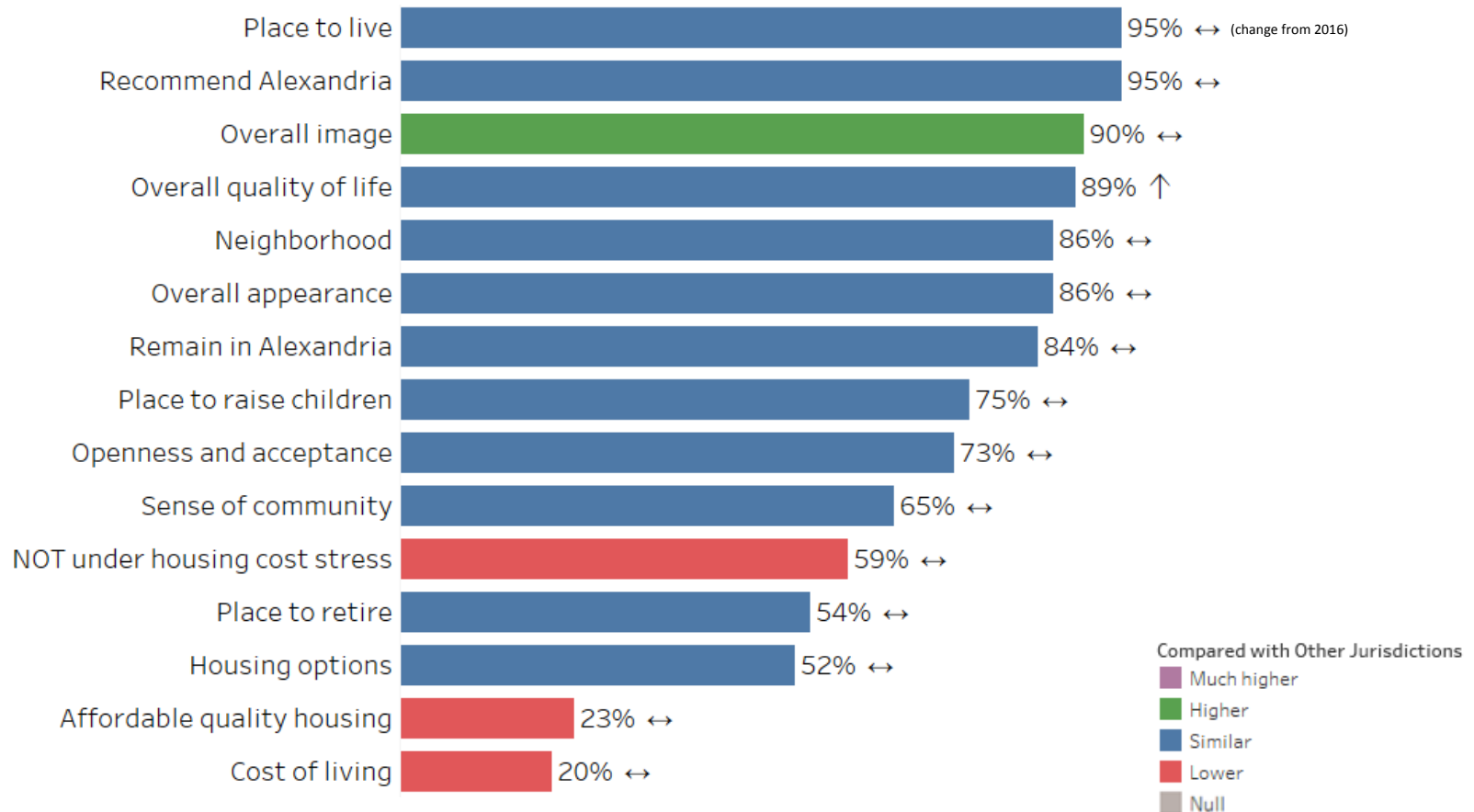
Compared with Other Jurisdictions



What Residents are Telling Us About their Livability



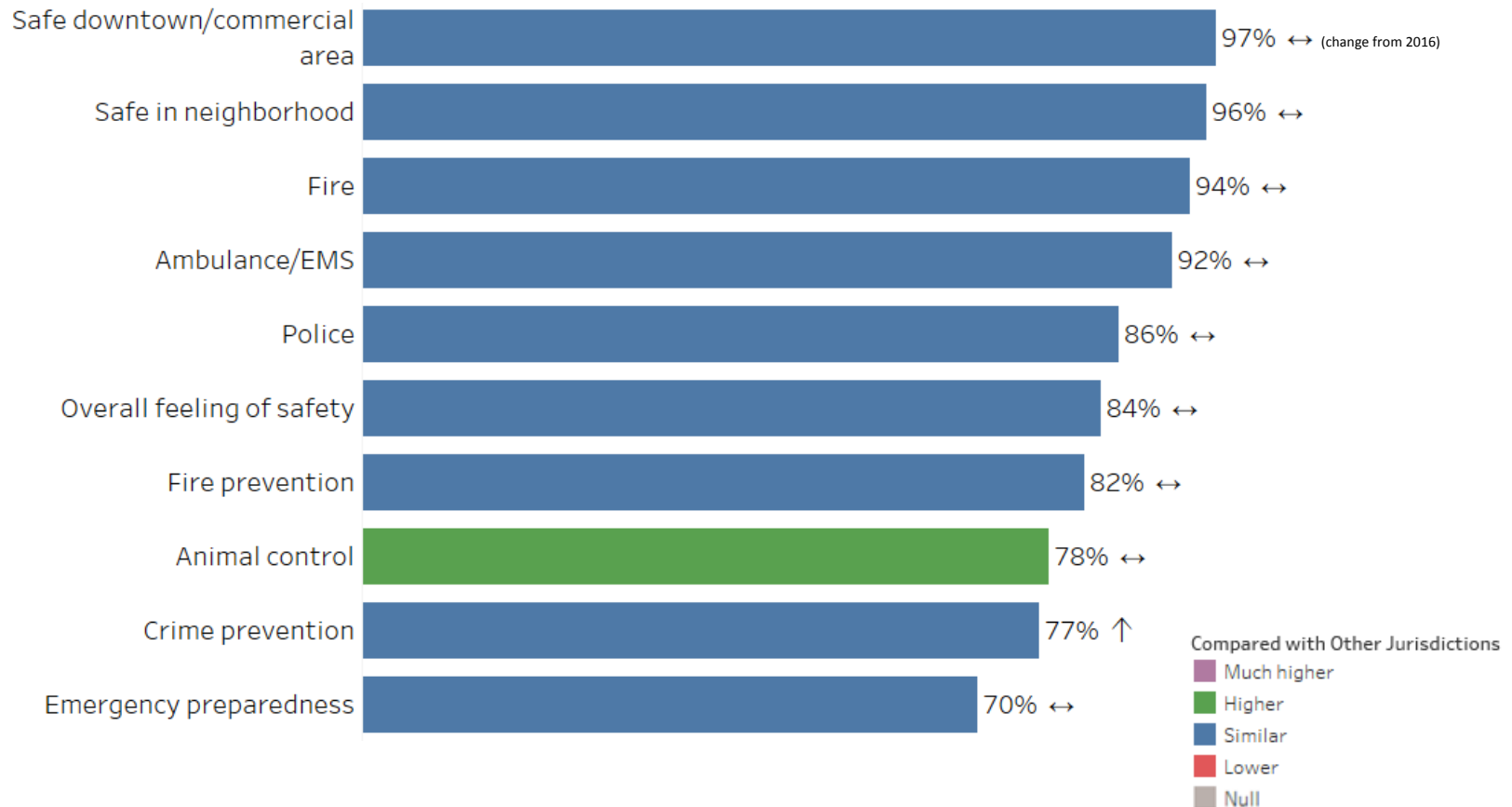
Alexandria is great place to live in many ways. However, housing and cost of living remain challenges.



What Residents are Telling Us About their Safety



Overall we feel safe in our community. Crime prevention services have improved since last year. Animal control is better then our comparison jurisdictions.

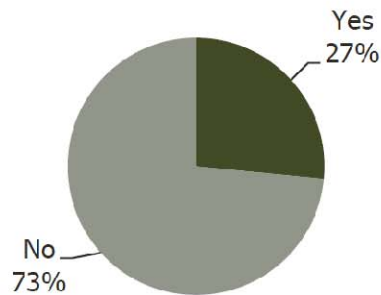


What Residents are Telling Us About their Safety (cont.)

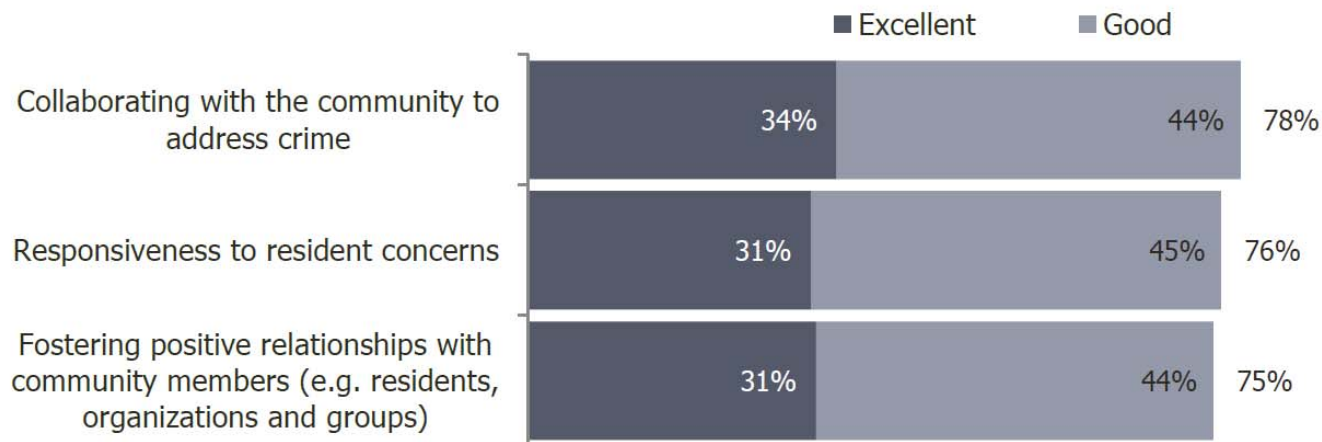
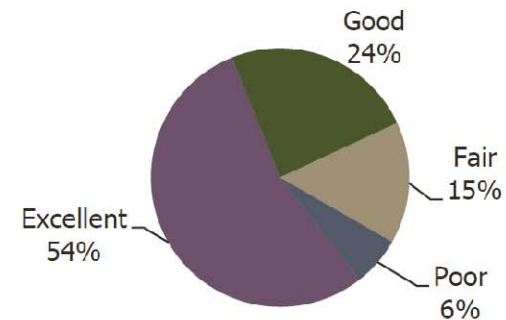


When we have contact with City police, most of the time it is excellent or good. Additionally, City police are good community partners.

Have you had contact with a City of Alexandria police officer within the last 12 months?



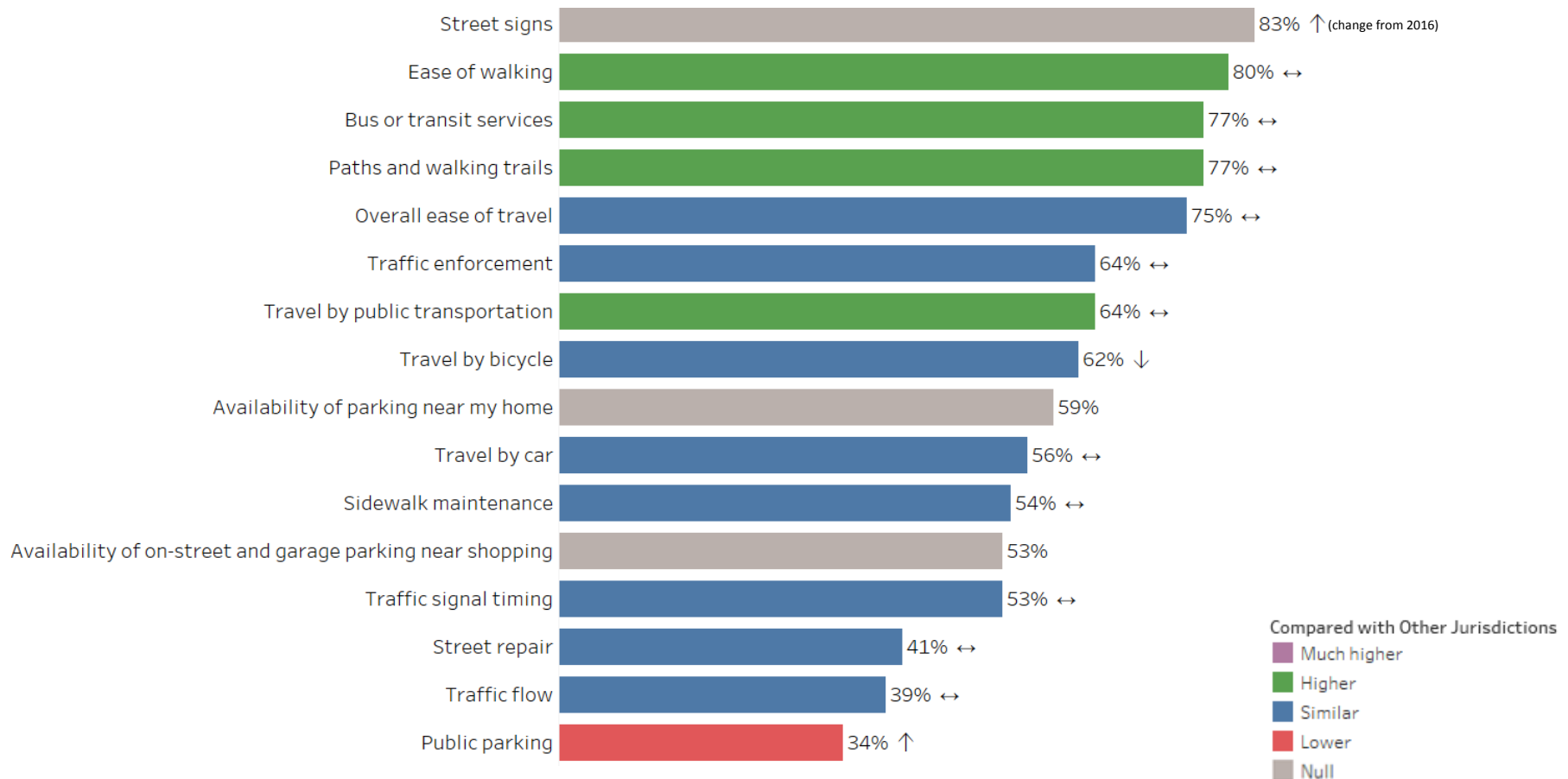
Thinking about your most recent contact, how would you rate the police officer?



What Residents are Telling Us About their Mobility



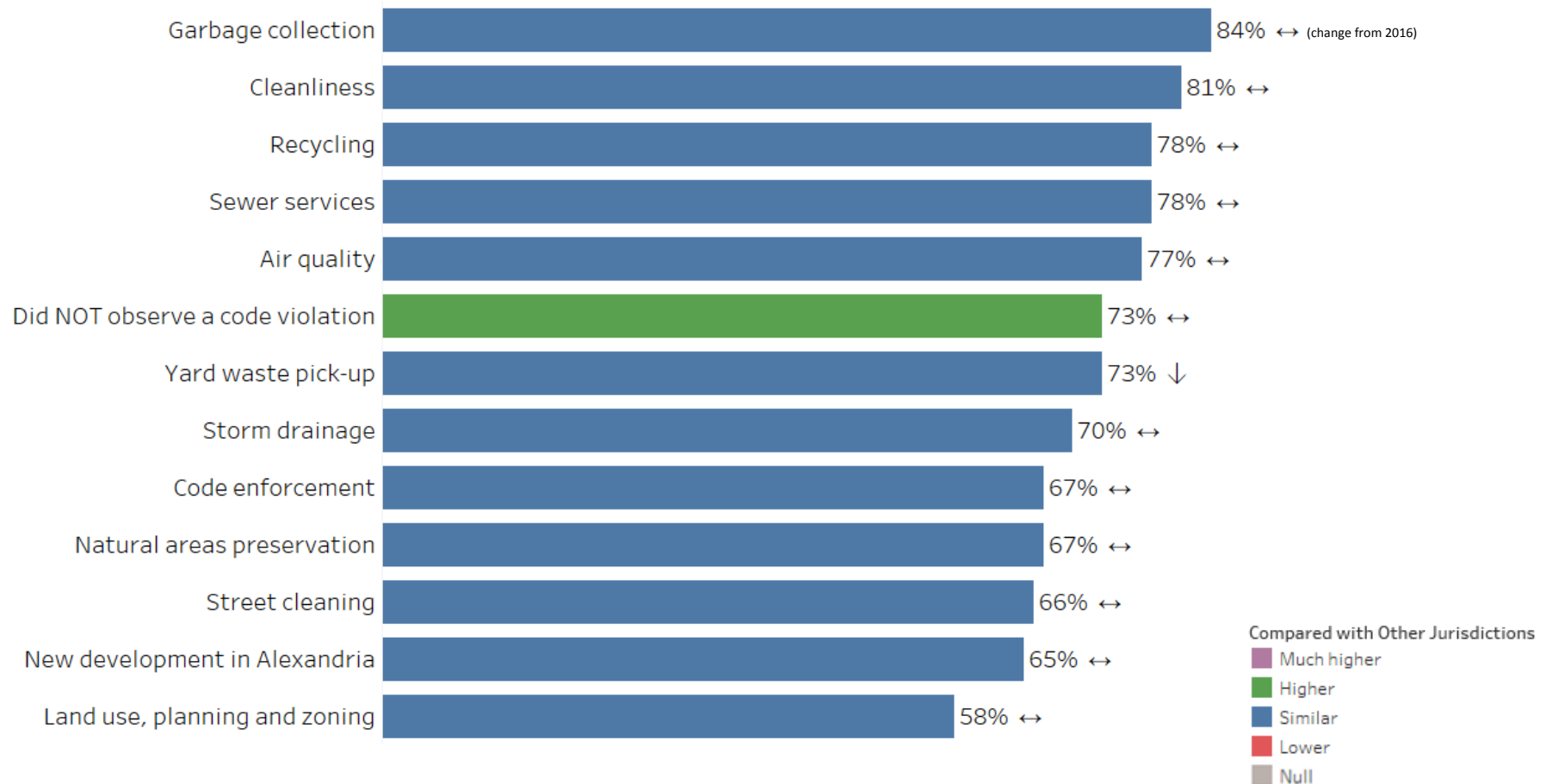
Public transportation and walking in the city is better than our comparison jurisdictions. Street signs have improved since last year. Public parking is a challenge area, but is improving.



What Residents are Telling Us About the Natural & Built Environment



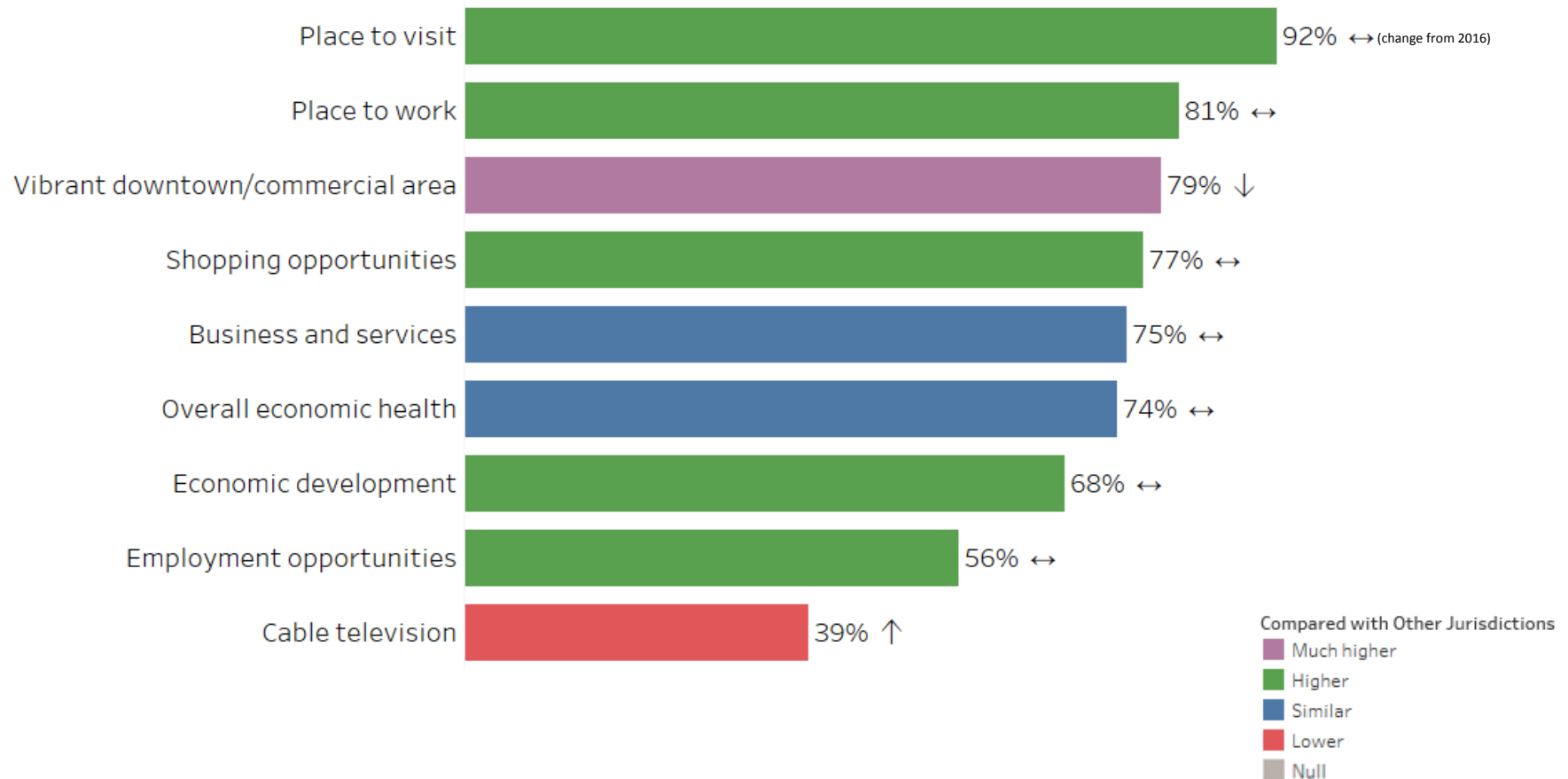
Generally, we are satisfied with the natural and built environment.
We are doing better than our comparison jurisdictions with code violations.



What Residents are Telling Us About their Economy



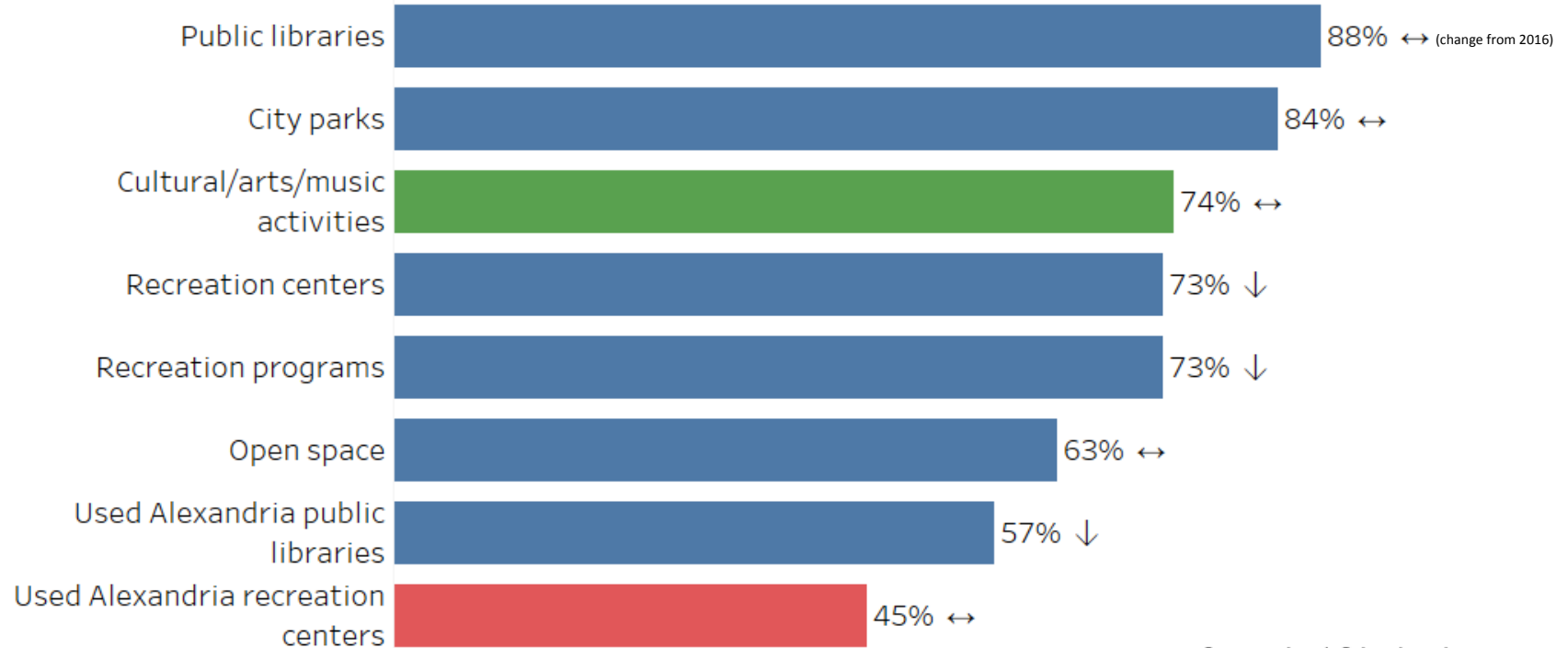
Alexandria is a great place for people to visit, work, and shop. We have a very vibrant downtown/commercial area. However, cable TV needs to improve.



What Residents are Telling Us About their Recreation & Libraries



The City's cultural, arts, and music activities are better than our comparative jurisdictions. However, recreation centers and programming is lower than last year and the use of recreation centers is below our comparative jurisdictions.



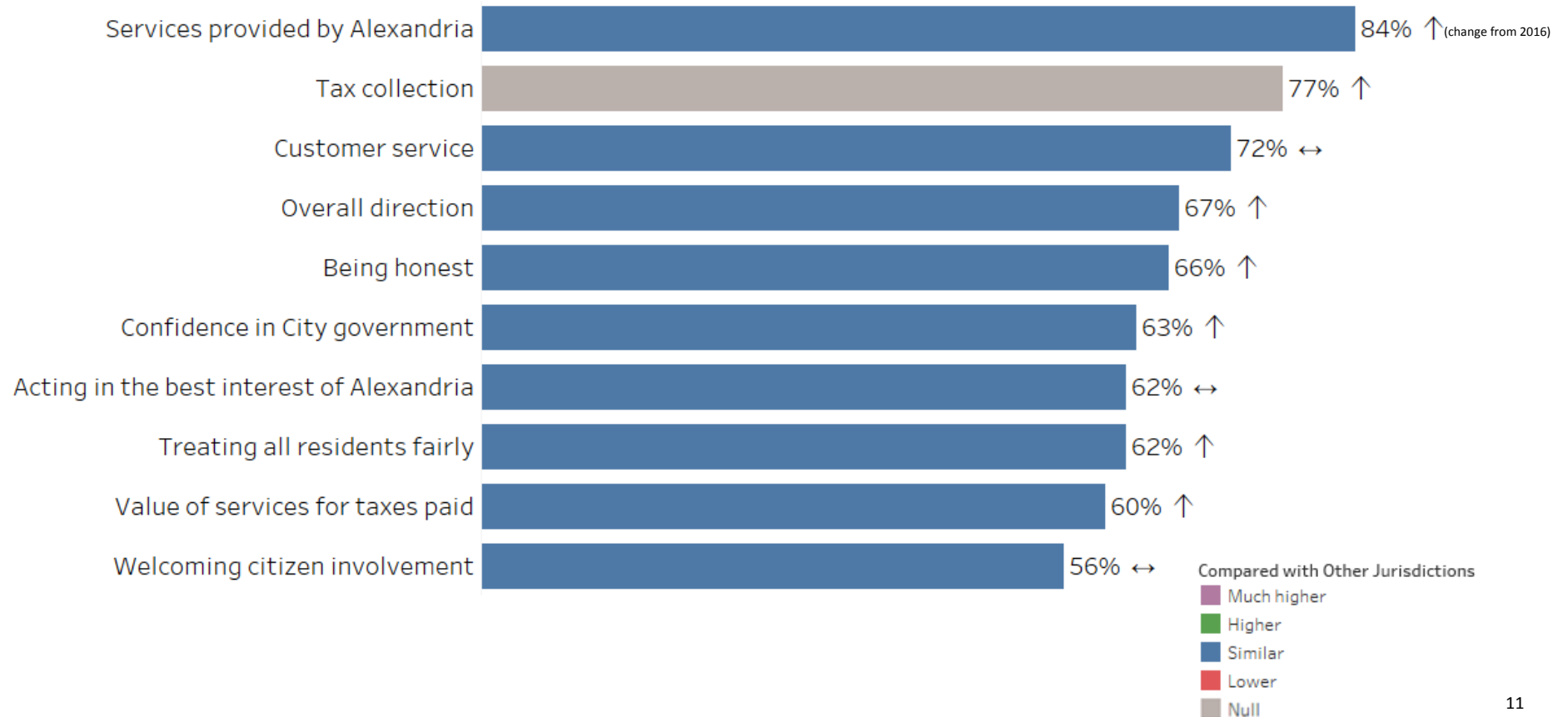
Compared with Other Jurisdictions

- Much higher
- Higher
- Similar
- Lower
- Null

What Residents are Telling Us About their City Government



The City Government has been improving in many areas including services, direction, treating people fairly, and honestly. Further, our confidence in our government and the value for taxes paid is also improving; as have our tax collection services.



Next Steps?



Share results the community (April/May)

- Shortly after today's meeting we will post this presentation and related reports on OPA's website at alexandriava.gov/performance



Strategic Plan dashboard developed and posted online (summer)

- Several of the indicators in the Strategic Plan are from the resident survey
- OPA is working on building a public dashboard for the adopted City Strategic Plan indicators



Exploration, analysis, informed-decisions (ongoing)

- OPA is sharing this information with all departments
- OPA is also helping departments further understand this data and helping apply it to their service delivery