



2018 Alexandria Resident Survey

City Council

April 24, 2018

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
- Mail or online anonymous response
- Occurred between early January – middle of February



Received results (March)

- 695 (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

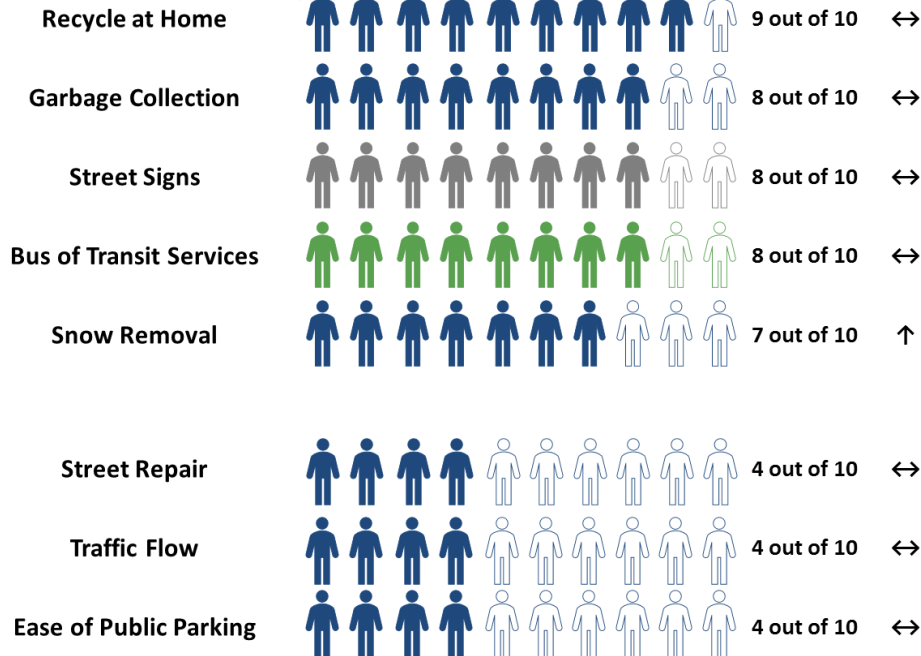
How to Read the Summary Results

Participation or satisfaction level

Labels indicate an area of success or an opportunity for growth

Successes

Opportunities



Arrows indicate a statistically significant changes from 2017

Colors indicate how we compare with other jurisdictions

Compared to Other Jurisdictions



Livability and Inclusivity

Successes

Recommend Alexandria



As a Place to Live



As a Place to Visit



Overall Image



Openness and Acceptance
of Diversity



Opportunities

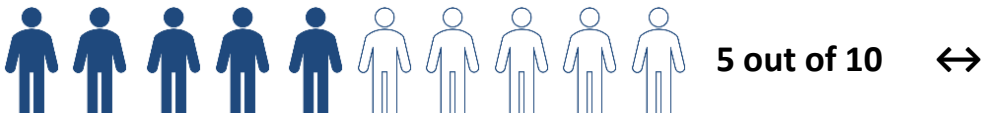
Neighborliness



Sense of Community



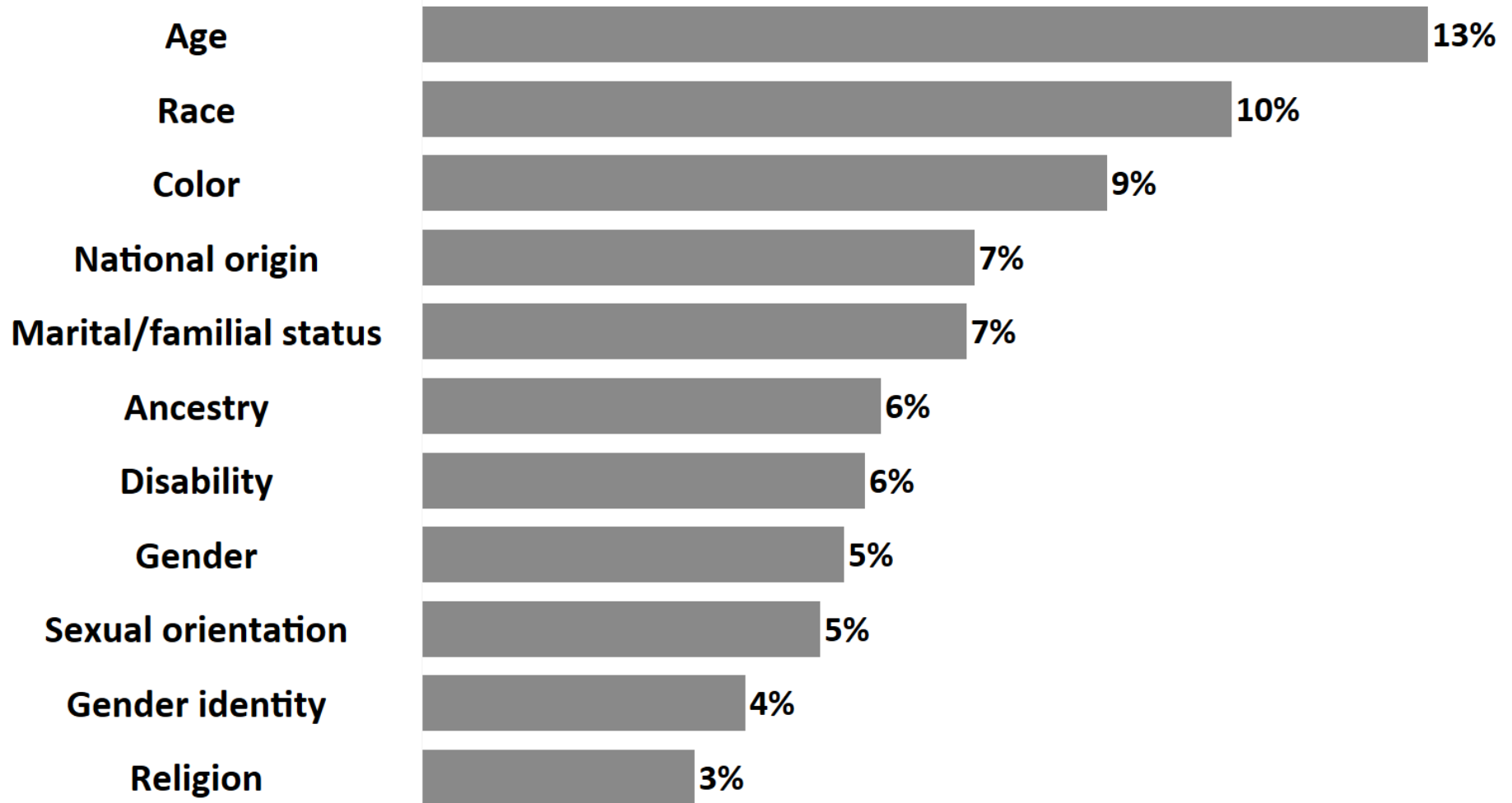
As a Place to Retire



Compared to Other Jurisdictions

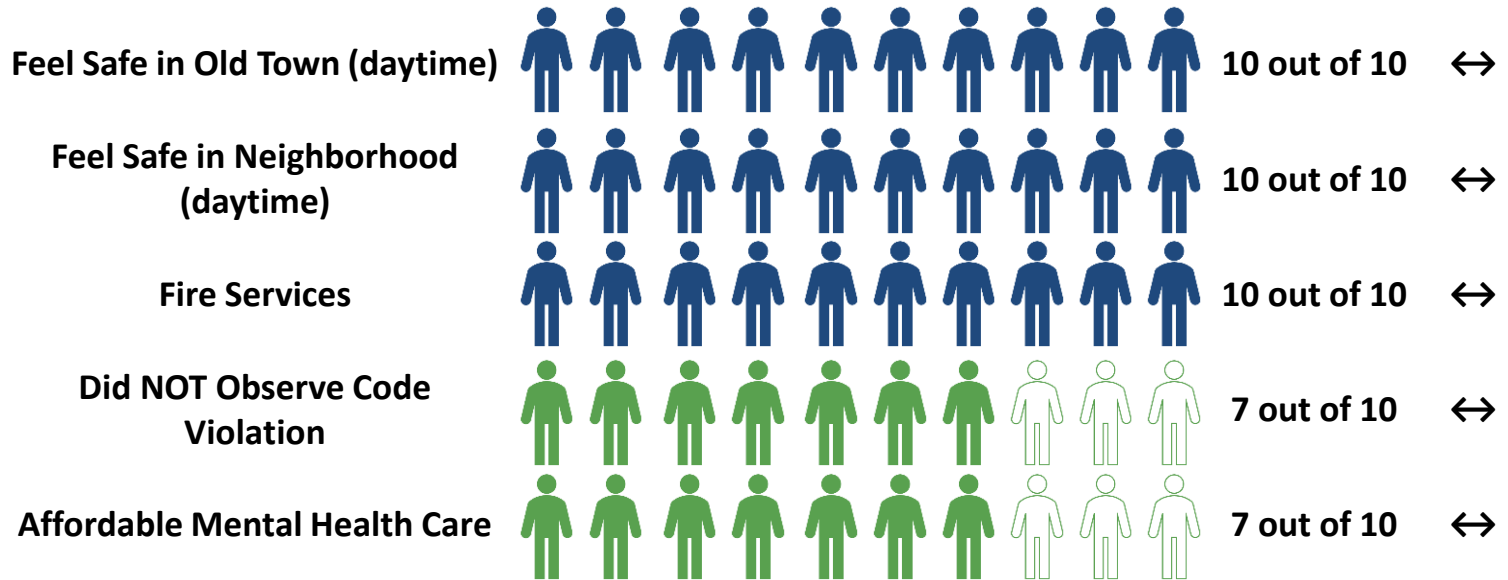


Perceived Barriers to Living in Alexandria

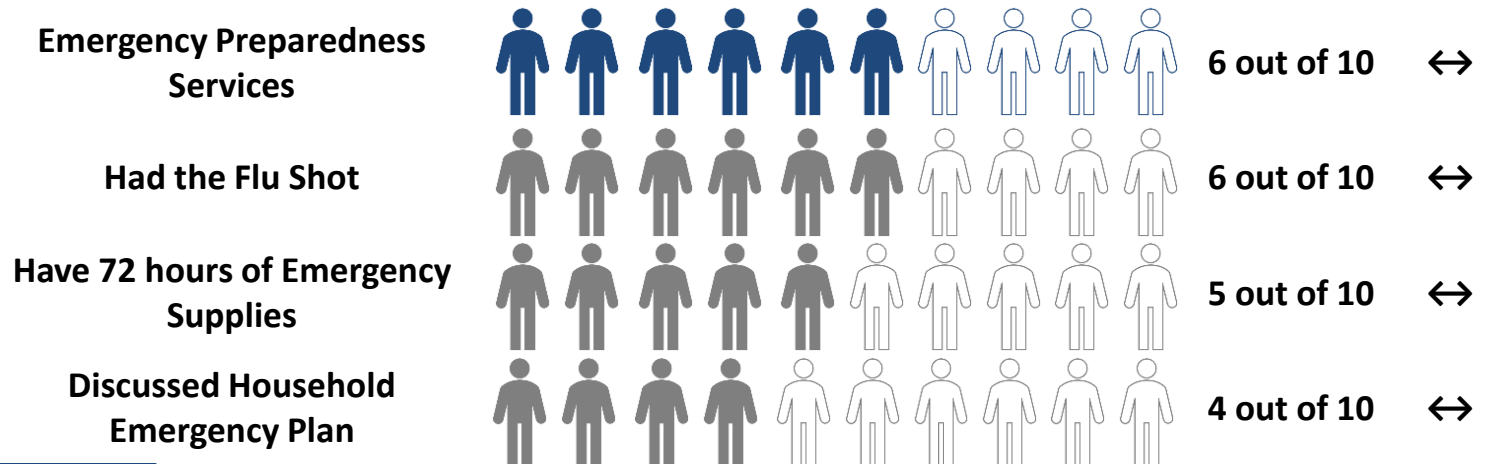


Health and Safety

Successes



Opportunities



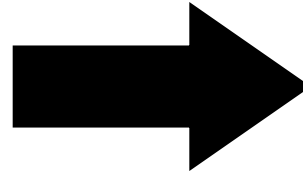
Compared to Other Jurisdictions



Resident and Police Interactions



3 out of 10
had contact
with Police



84%



**Collaborate with the Community
to Address Crime**

87%

**Responsiveness to Resident
Concerns**

85%

**Fostering Positive Relationships
with Community**

84%

Environment and Transportation

Successes

Recycle at Home



9 out of 10



Garbage Collection



8 out of 10



Street Signs



8 out of 10



Snow Removal

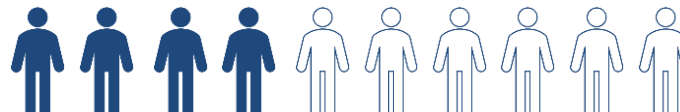


7 out of 10



Opportunities

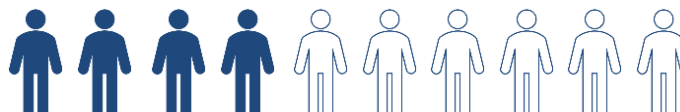
Street Repair



4 out of 10



Traffic Flow



4 out of 10



Ease of Public Parking



4 out of 10



Compared to Other Jurisdictions



Multi-Modal Transportation

Bus/Transit Services, Ease of Walking, Travel by Bike, and Travel by Public Transportation Were All **Rated Above Our Comparators**



**Bus or transit
services 79%**



**Ease of Walking
79%**



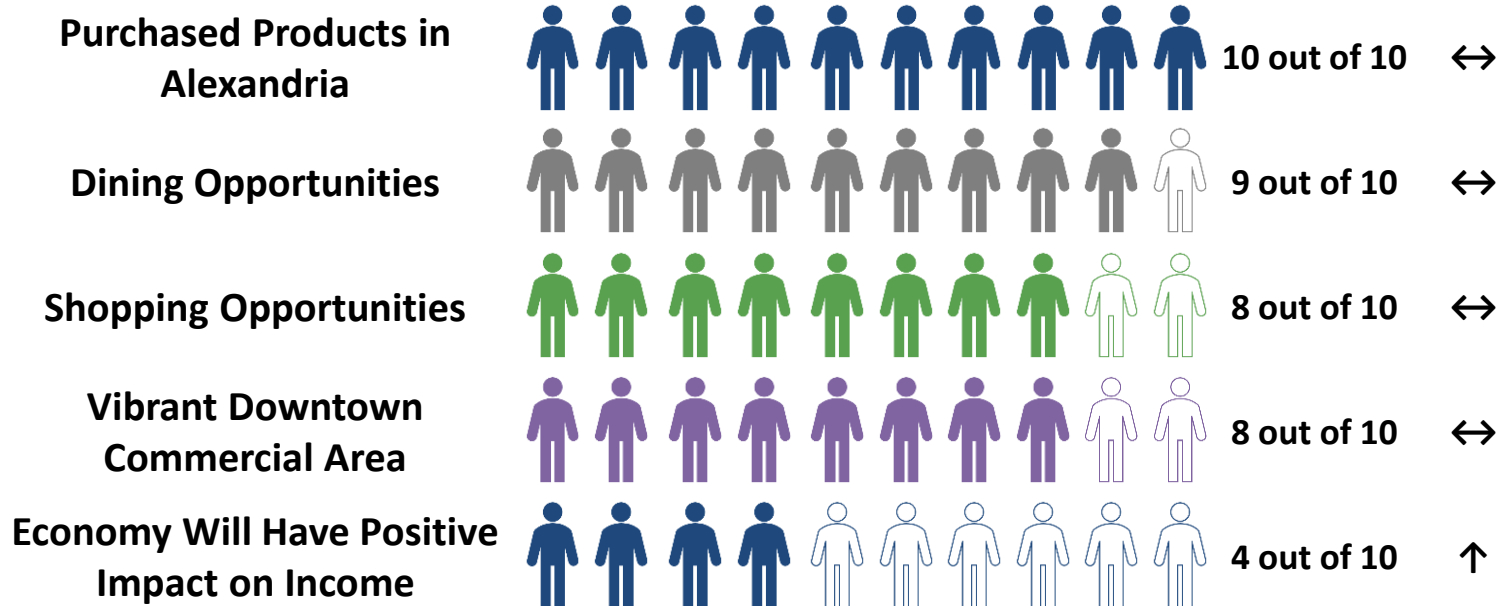
**Travel by Bike
68%**



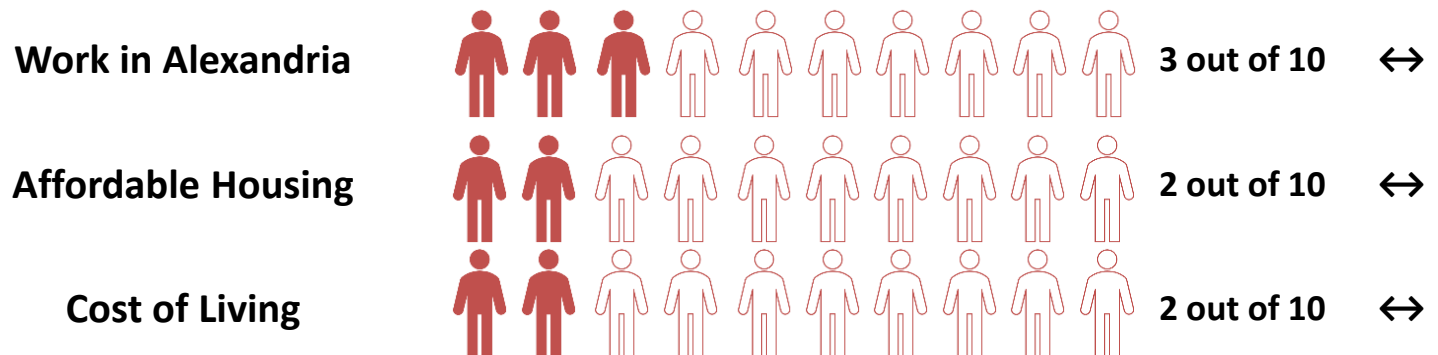
**Travel by public
transportation 64%**

Economy and Affordability

Successes



Opportunities



Compared to Other Jurisdictions



Arts, Education and Recreation

Successes

Historic Character



Public Library Services

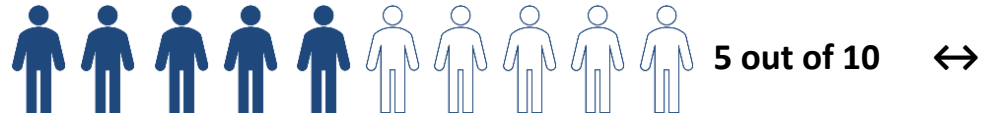


City Parks

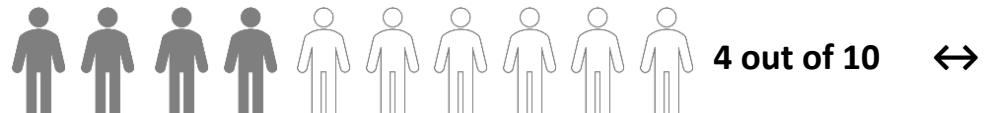


Opportunities

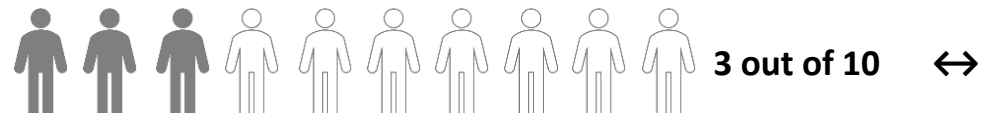
Affordable Quality Child
Care / Pre-School



Used Online Library Service



Participated in Recreation
Program or Class



Compared to Other Jurisdictions

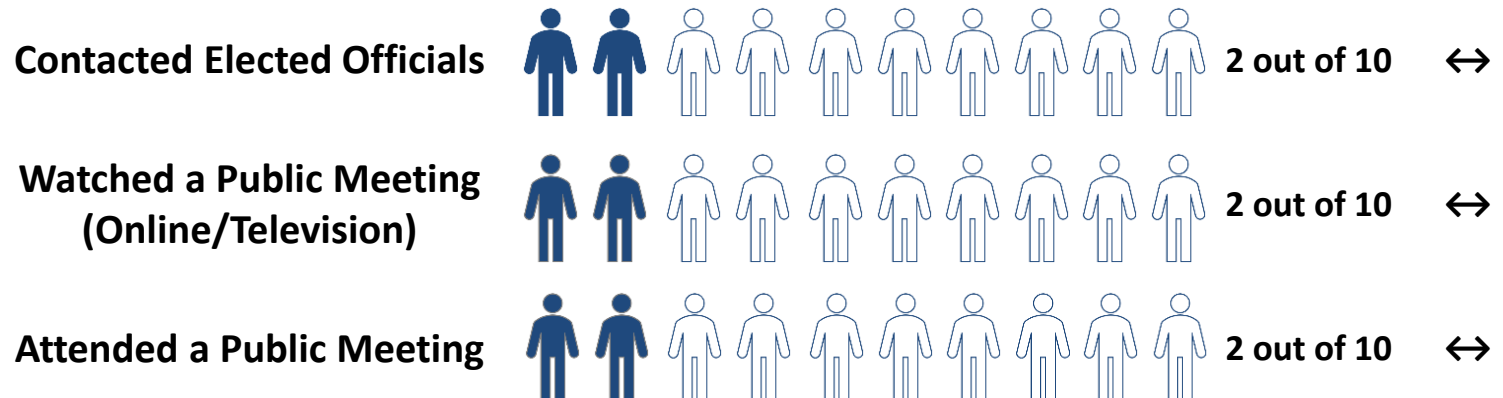


Government and Civic Engagement

Successes



Opportunities



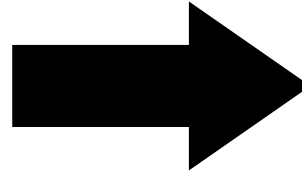
Compared to Other Jurisdictions



City Employee Interactions with Residents



4 out of 10 had
contact with a
City Employee



85%



Knowledgeable

88%

Courteous

87%

Responsive

84%

Next Steps?



Share results the community

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



Exploration, analysis, informed-decisions

- 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