

2020 Resident Survey

City Council

June 23, 2020

Office of Performance and Accountability



How was the survey conducted?

Surveys
Sent

3,000

Languages
Offered

4

Overall
Response Rate

22%

Confidence
Interval

95%

Overall Margin
of Error

+/- 4%

Fall 2019

Contracted the Survey

- National Research Center (NRC) and International City/County Manager's Association (ICMA)

Winter 2019

Collaboratively Developed Questions

- Most questions are standard to allow for comparability with other jurisdictions
- The survey covers most front facing City services

Jan-Feb 2020*

Sent the survey to residents

- Households randomly selected
- Mail or online anonymous response
- 4 mailings

Feb-May 2020

Analyzed the Results

- Weighted responses to match city's demographics
- Compared to last year and other jurisdictions (national, local, similar size/metro)

*Data collection was completed before the COVID-19 emergency



This presentation highlights the following from the survey results:

- Top and bottom % positive results for thematic areas
- Statistically significant changes from the 2018 survey
- Higher or lower compared to national jurisdictions
 - Note: custom questions do not have comparison to other jurisdictions



■ Much higher ■ Higher ■ Similar ■ Lower ■ Not Available

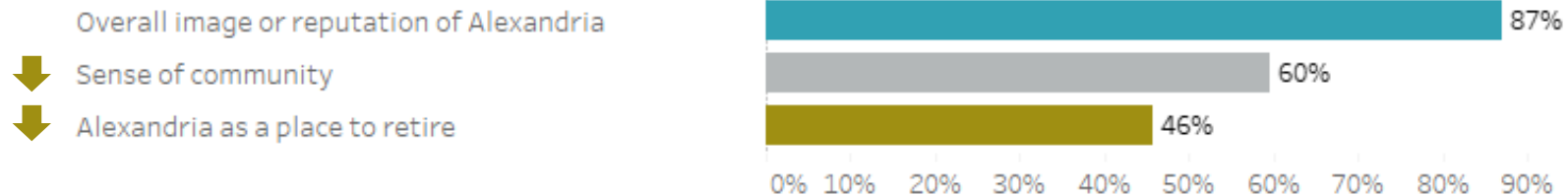


Community & Livability



Top 3 Questions			Bottom 3 Questions		
Recommend living in Alexandria to someone who asks	Alexandria as a place to live	Overall appearance of Alexandria	Alexandria as a place to retire	Sense of community	Alexandria as a place to raise children
91%	91%	87%	46%	60%	77%

Changes & Comparisons



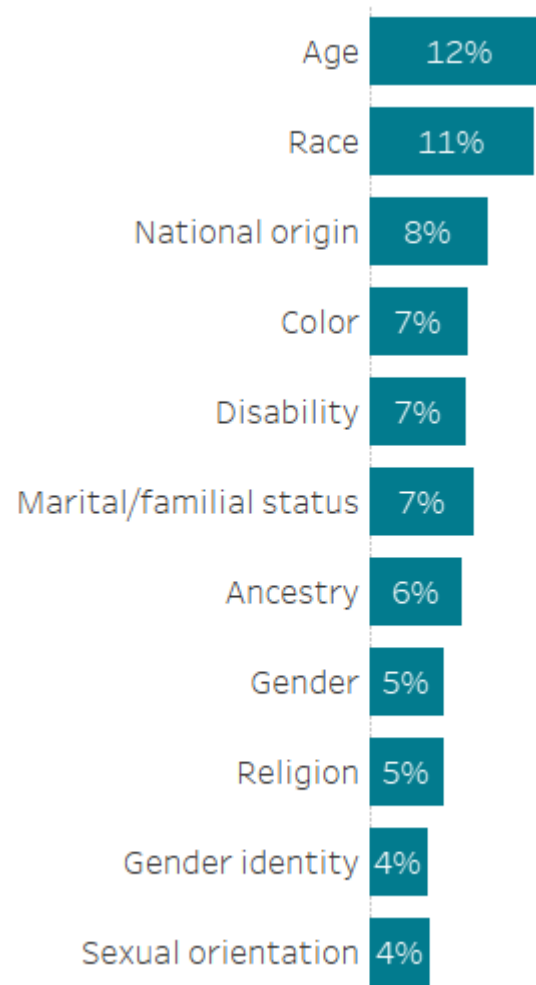
National
Jurisdiction
Comparison

■ Much higher ■ Higher ■ Similar ■ Lower ■ Not Available



Perceived Barriers

...to living in Alexandria based on your...



Note, comparison to other jurisdictions is not available. All values were similar to last year.



Safety and Emergency

Top 3 Questions

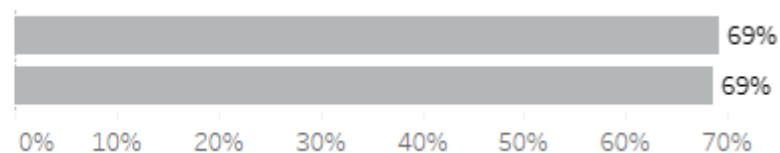
In Alexandria's downtown area (i.e., Old Town) during the day (safety)	Fire services	In your neighborhood during the day (safety)
96%	95%	95%

Bottom 3 Questions

Have you had contact with a City of Alexandria police officer within the last 12 months?	Discussed your household's emergency plan	72 hours' worth of food, water & other supplies in case of an emergency?
26%	41%	53%

Changes & Comparisons

- ↓ Animal control
- ↑ Emergency preparedness services



National Jurisdiction Comparison

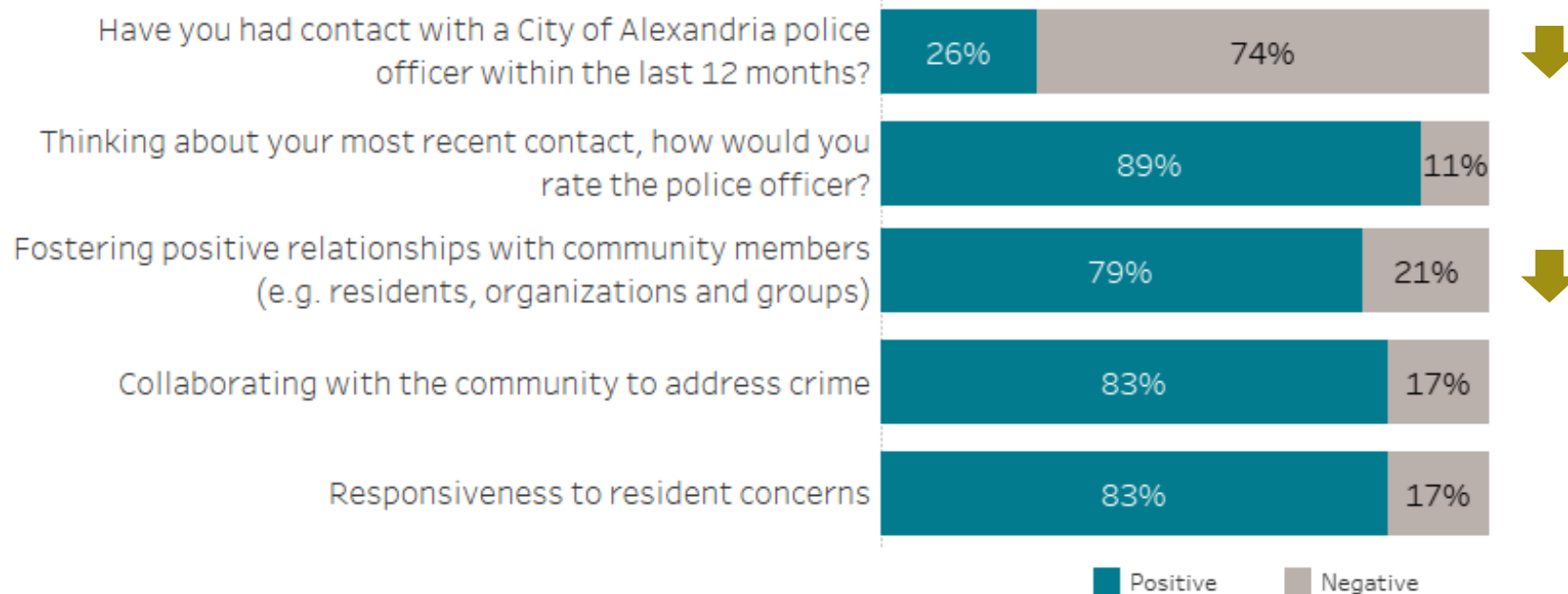
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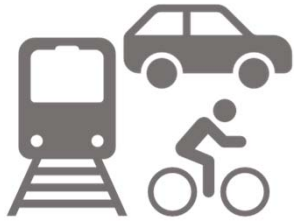


Safety and Emergency



Custom Questions: Community Policing



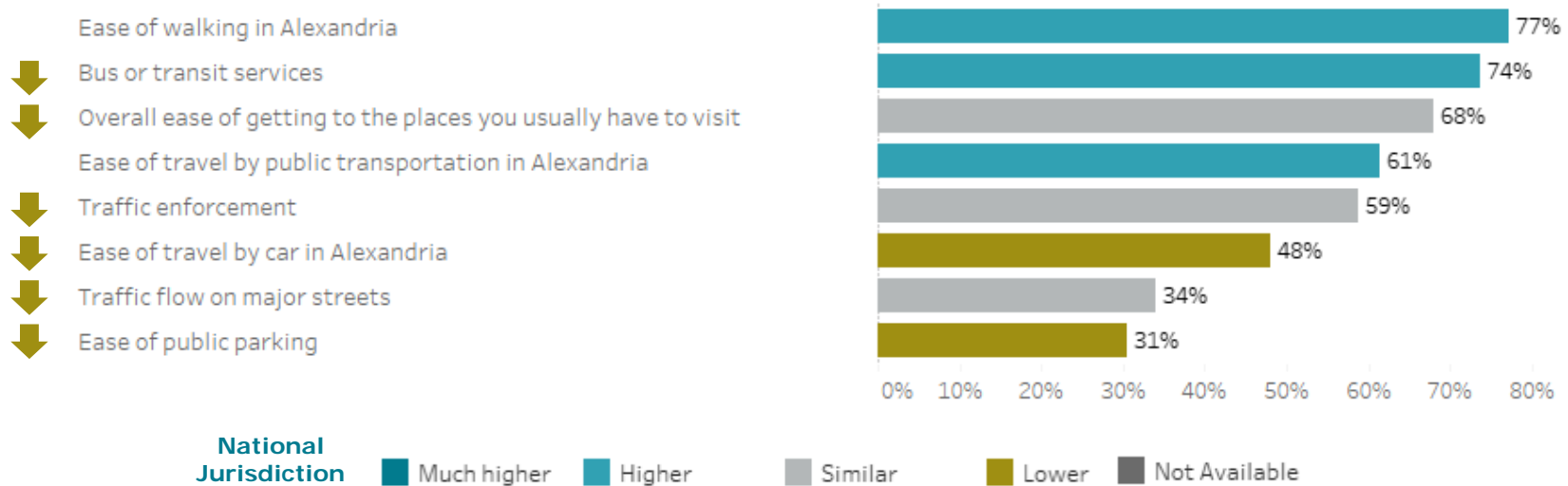


Mobility



Top 3 Questions			Bottom 3 Questions		
Street signs	Ease of walking in Alexandria	Availability of paths and walking trails	Ease of public parking	Traffic flow on major streets	Street repair
82%	77%	76%	31%	34%	37%

Changes & Comparisons



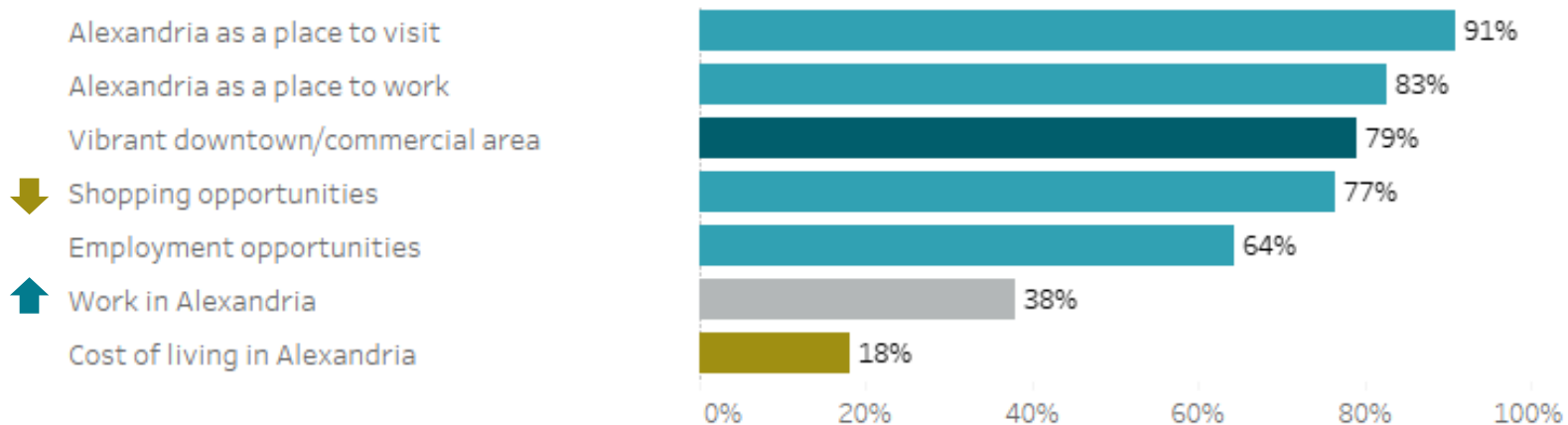


Economy



Top 3 Questions			Bottom 3 Questions		
Purchase goods or services from a business located in Alexandria	Alexandria as a place to visit	Dining opportunities	Cost of living in Alexandria	Work in Alexandria	Employment opportunities
98%	91%	88%	18%	38%	64%

Changes & Comparisons



National
Jurisdiction
Comparison

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■ Higher

■ Similar

■ Lower

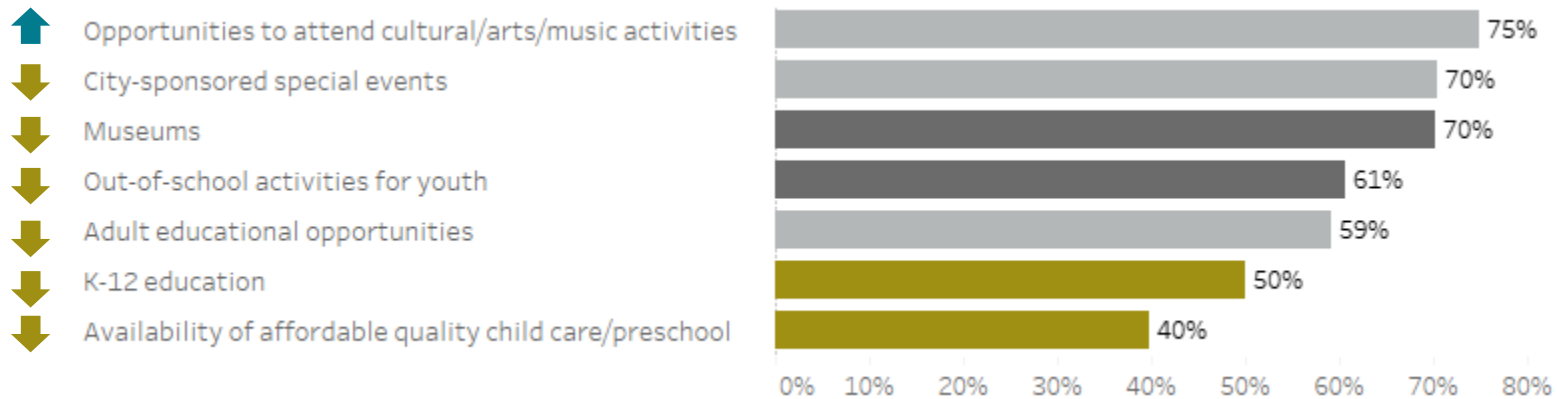
■ Not Available



Education & Enrichment

Top 3 Questions			Bottom 3 Questions		
Public library services	Historic preservation services	Opportunities to attend cultural/arts/music activities	Used an Alexandria online public library service	Availability of affordable quality child care/preschool	K-12 education
87%	86%	75%	39%	40%	50%

Changes & Comparisons



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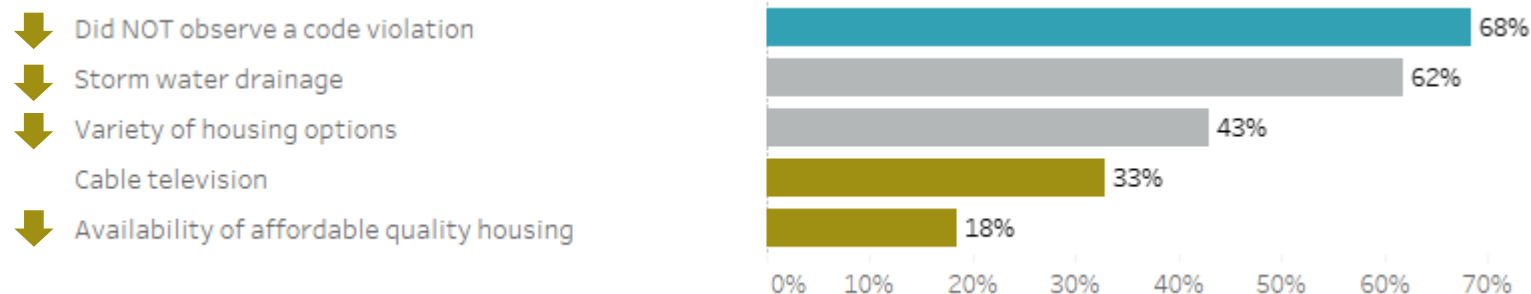


Built Environment



Top 3 Questions			Bottom 3 Questions		
Historic character reflected in built environment, exhibits, and events	Public places where people want to spend time	Sewer services	Availability of affordable quality housing	Cable television	Variety of housing options
88%	81%	75%	18%	33%	43%

Changes & Comparisons



National
Jurisdiction
Comparison

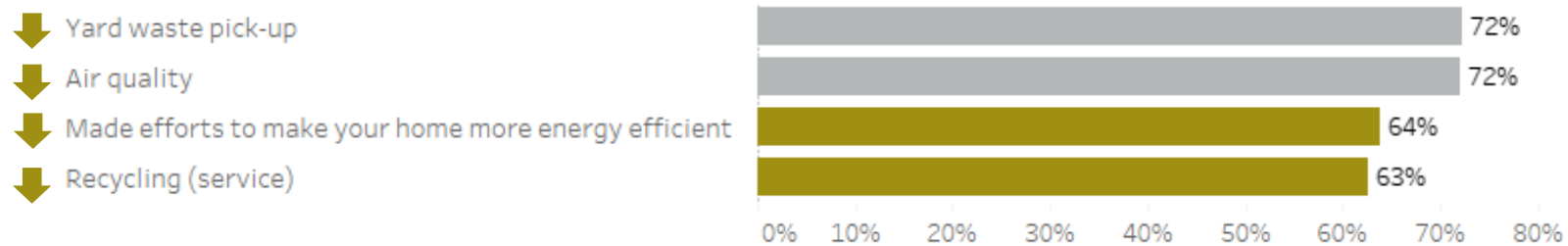
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Natural Environment

Top 3 Questions			Bottom 3 Questions		
Recycle at home	Garbage collection	Cleanliness of Alexandria	Preservation of natural areas such as open space and urban forests	Alexandria open space	Recycling (service)
87%	82%	79%	60%	60%	63%

Changes & Comparisons



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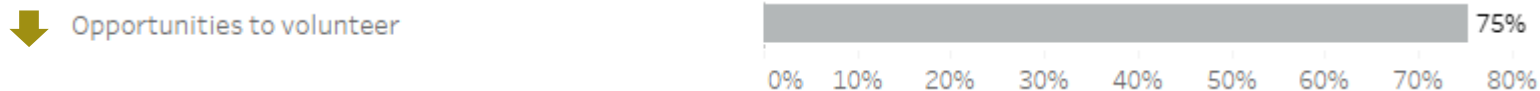


Community Engagement



Top 3 Questions			Bottom 3 Questions		
Read or watch local news (via television, paper, computer, etc.)	Vote in local elections	Opportunities to volunteer	Attended a local public meeting	Watched (online or on television) a local public meeting	Volunteered your time to some group/activity in Alexandria
86%	84%	75%	18%	19%	33%

Changes & Comparisons



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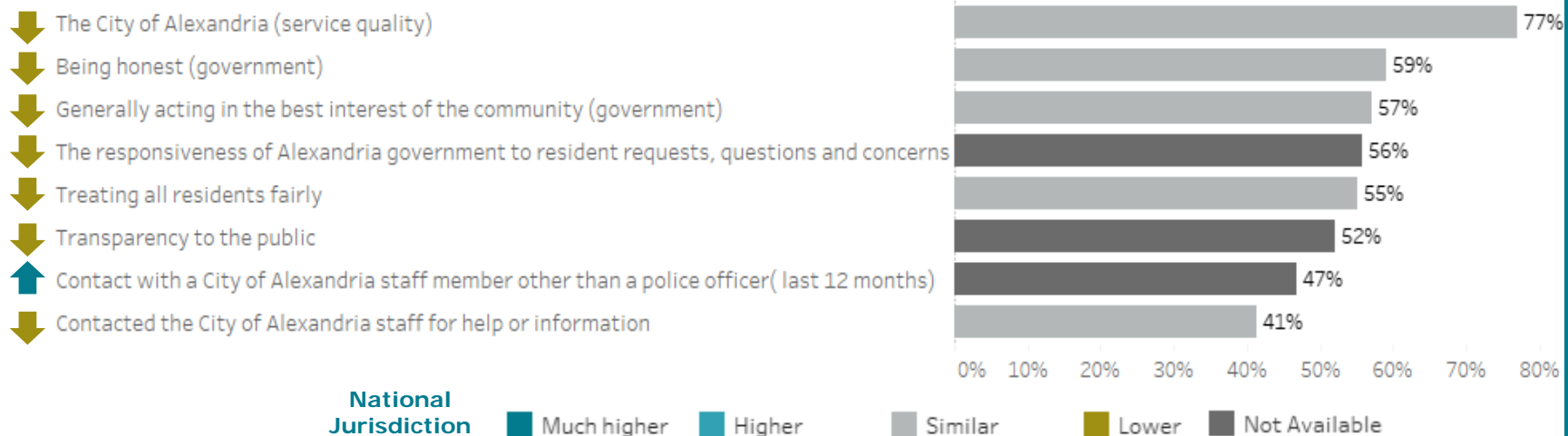


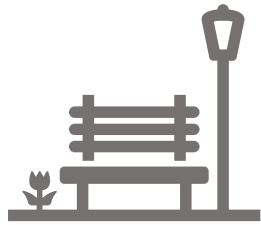
Government



Top 3 Questions			Bottom 3 Questions		
Knowledgeable (government)	Responsive (government)	Courteous (government)	Contacted the Mayor or other members of Alexandria City Council (in-person, phone, email or web) to express your opinion	Contacted the City of Alexandria staff (in-person, phone, email or web) for help or information	Have you had contact with a City of Alexandria staff member other than a police officer within the last 12 months?
88%	87%	87%	16%	41%	47%

Changes & Comparisons



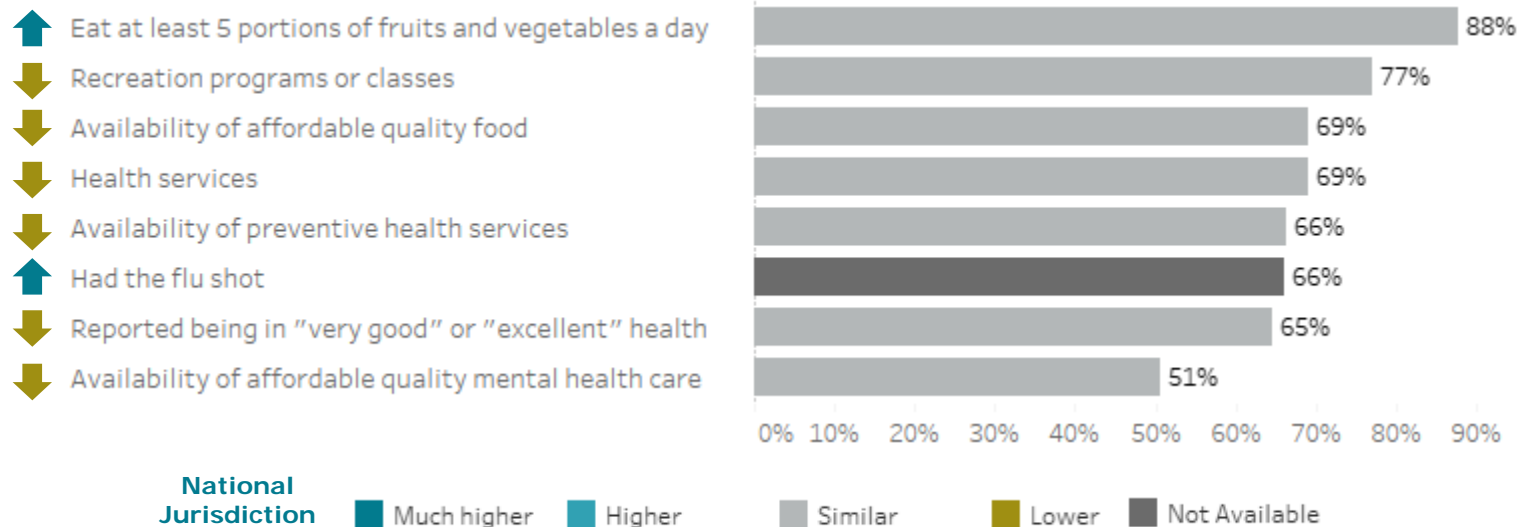


Recreation & Wellness



Top 3 Questions			Bottom 3 Questions		
Eat at least 5 portions of fruits and vegetables a day	Participate in moderate or vigorous physical activity	Visited a neighborhood park or City park	Participated in recreation programs or classes	Used Alexandria recreation centers or their services	Availability of affordable quality mental health care
88%	88%	87%	30%	48%	51%

Changes & Comparisons





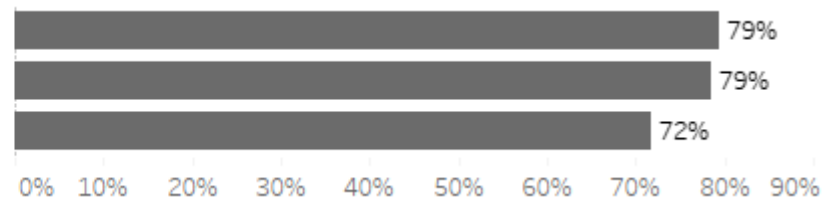
Focus for the Future

Please rate how important, if at all, you think it is for the Alexandria community to focus on the following in the next 2 years:

Top 3 Questions			Bottom 3 Questions		
Overall feeling of safety in Alexandria (Importance)	Overall economic health of Alexandria (Importance)	Overall ease of getting to the places you usually have to visit (Importance)	Health and wellness opportunities in Alexandria (Importance)	Sense of community (Importance)	Pre-K and child care (including access for low-income families) (Importance)
90%	88%	86%	71%	72%	72%

Changes & Comparisons

- ↓ Housing affordability (Importance)
- ↓ Parking and traffic management (Importance)
- ↓ Sense of community (Importance)



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Demographic Disparities

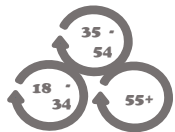
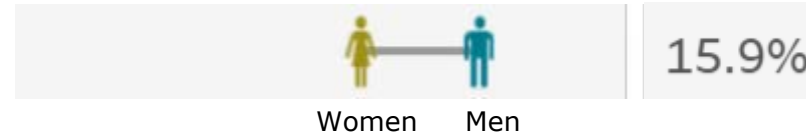
Highest, lowest or notable items

% Difference between groups*



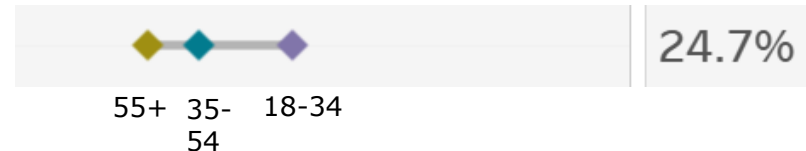
Sex

Openness and acceptance of the community towards people of diverse backgrounds



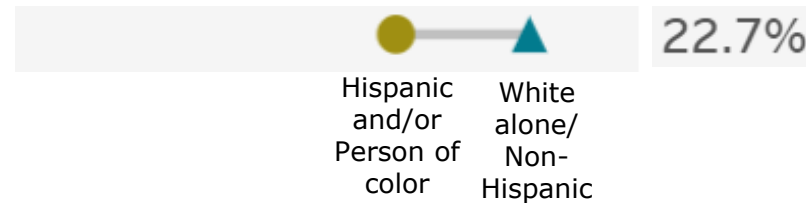
Age

Work in Alexandria



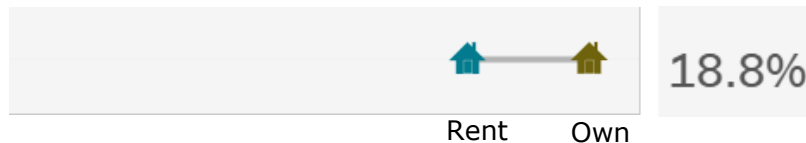
Race/
Ethnicity

Police - fostering a positive relationship with community members (e.g. residents, organizations & groups)



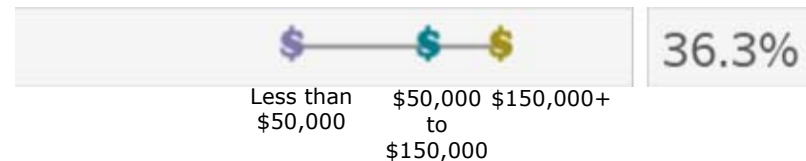
Rent or
Own

Vote in local elections



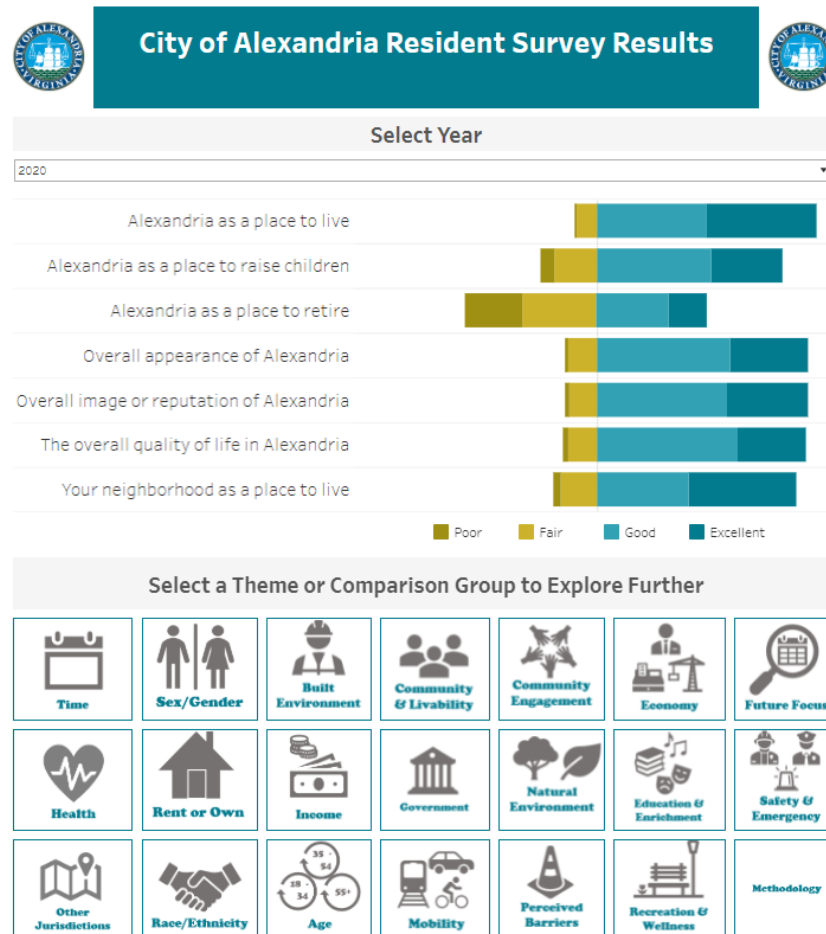
Income

Recreational opportunities



*All questions show statistically significant differences between top and bottom groups

Next Steps



- **New** public dashboard
 - Explore by theme
 - See all four years of results
 - Includes tabs for data that is disaggregated by sex, race/ethnicity, age, rent or own and income
- This presentation, related reports and the dashboard will be available at <https://www.alexandriava.gov/performance>
- Working with Departments and the City's Race and Social Equity Officer to further analyze and use these results to inform and continuously improve City services