Thank you for the opportunity to present

2009 Community Survey

measure, inform, guide.
The Center for Research & Public Policy (CRPP) is pleased to present the results of Alexandria's 2009 Community Survey, conducted among residents of the City of Alexandria, Virginia.
Areas of Investigation

Areas for investigation included the following:

- Impressions of quality of life in Alexandria
- Reasons for living in Alexandria
- Strengths of Alexandria today
- Issues of most concern
Areas of Investigation

- Rating community services
- The degree City services are meeting resident expectations
- Impressions of the value of taxes paid
- Service awareness, use and ratings
- Use of City communication opportunities
- Measuring community need
- Demographics
Methodology

1,000 completed interviews of Alexandria residents

Conducted September 8 - 23, 2009

5:00 p.m. - 9:00 p.m. weekdays / 10:00 a.m. - 4:00 p.m. on the weekend

Survey input provided by City of Alexandria staff
Quality of Life

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>48.0</td>
<td>48.4</td>
</tr>
<tr>
<td>Good</td>
<td>49.4</td>
<td>49.2</td>
</tr>
<tr>
<td>Poor</td>
<td>1.6</td>
<td>1.0</td>
</tr>
<tr>
<td>Very poor</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Unsure</td>
<td>0.4</td>
<td>0.6</td>
</tr>
</tbody>
</table>
Quality of Life

- More than four-fifths, 85.6% (82.7% in 2006 and 79.5% in 2004), said their overall quality of life was better (16.3%) or remained good (69.3%).

- Less than one-eighth, 10.6%, suggested their overall quality of life remained poor (2.8%) or became worse (7.8%), than it was 2 years ago.
Quality of Life

- Less than one-third of all respondents, 31.6% (56.8% in 2006 and 55.7% in 2004), indicated they are better off financially today than they were two years ago.

- More than three-fifths, 63.7%, said they are not.
Local Issues

The most frequently cited issues of resident concern were:

- Traffic (17.2%)
- Taxes (13.8%)
- Education (8.7%)
Community Services

City services continue to have increased ratings in 2009. Top ratings went to:

- **Fire Department** (97.4% in 2009; 89.9% in 2006)
- **Police Department** (92.3% in 2009; 84.5% in 2006)
- **Reliability of sanitary and storm sewer services** (88.7% in 2009; 74.1% in 2006).
Community Services

Positive ratings for City employee courtesy increased, rising from 74% in 2006 to 87% in 2009.
Expectations

How often do services meet expectations?

- Always or most of the time: 88.6% (79.3% in 2006, 83.3% in 2004)
- Sometimes: 8% (14% in 2006, 10% in 2004)
- Seldom or never: 1% (3% in 2006, 3% in 2004)
Most respondents, 85.3%, rated the value of services provided by the City, compared to the taxes they pay, as very good (21.3%) or good (64.0%).
When asked to state their own view of the relation between taxes and services, respondents said:

- **Keep services and taxes as they are now (69.1%)**
- **Decrease taxes even if it might have to decrease service (12.6%)**
- **Increase services even if it might mean increased taxes (12%)**
Strategic Planning

Awareness that City Council adopted one:

- Very (9.9%) or somewhat (21.8%) aware: total aware: 31.7%

- Somewhat unaware (5.3%) or not at all (61.3%) aware: total unaware: 66.6%
Strategic Planning

Familiarity with goals:

- Very (4%) or somewhat (18.6%) familiar: total familiar: 22.6%
- Somewhat unfamiliar (6.9%) or not at all (68.8%) familiar: total unfamiliar: 75.7%
Strategic Plan Objectives

Most important Strategic Plan objectives:

- Providing City Services cost-effectively (93.9%)
- Protecting trees, air, and water in City (93.6%)
- Communicating effectively with residents (91.5%)
- Reducing traffic congestion (91.2%)

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Taxes

Willingness to pay more in taxes:

- Over half, 55%, were very (11.4%) or somewhat willing (43.6%)

- But large numbers, 41%, were somewhat unwilling (16%) or not at all willing (24.6%)
Communications

Respondents currently get information about City services from:

- Newspapers (55.5%)
- City’s website (21.3%)
- City pamphlets, notices, or flyers (20.9%)
- The internet (19.0%)
Communications

The top communication vehicles used:

- City’s website (66.4%)
- Community meetings (36.7%)
- Community forums (23.8%)

- Positive ratings for each of these were 81.8%, 72.8% and 76.6% respectively.
Thank you for the opportunity to present this information.

Any Questions?