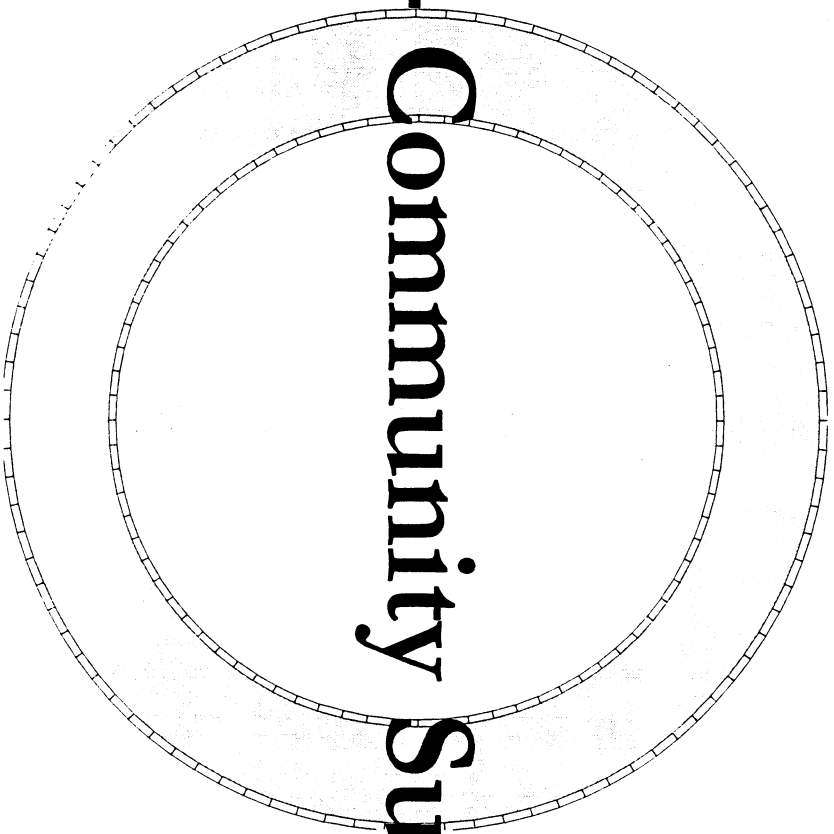


2004 Community Survey



Introduction

- ❖ The Center for Research & Public Policy (CRPP) conducted a *2004 Community Survey* among residents of the City of Alexandria.
- ❖ From September 13 to 21, 1001 City residents were interviewed by phone.
- ❖ CRPP, working together with City of Alexandria officials, designed the survey instrument.
- ❖ This report summarizes the survey results.



Introduction

(continued)

The survey instrument included the following areas for investigation:

- ❖ **Views on quality of life in Alexandria;**
- ❖ **Reasons for living in Alexandria;**
- ❖ **Views on issues affecting Alexandria residents;**
- ❖ **Satisfaction with City services;**



Introduction

(continued)

- ❖ **Awareness, use, and rating of services, programs, and facilities by Alexandria residents;**
- ❖ **Ways residents get information about City services, events and activities;**
- ❖ **Opinions on specific communication channels**
- ❖ **Community involvement ;**



Introduction

(continued)

- ❖ **Emergency preparedness practices;**
- ❖ **Perception of any unmet/under-met needs; and,**
- ❖ **Demographics**



Methodology

- ❖ 1001 City residents were interviewed by telephone using a quantitative research design.
- ❖ Interviews were conducted between September 13 and September 21. Residents were contacted between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend.
- ❖ Survey input was provided by City staff.



Methodology

(continued)

- ❖ Survey design at CRPP is careful and deliberative and ensures fair, objective and balanced surveys.
- ❖ Staff members, with years of survey design experience, edit out any bias. All scales used by CRPP (numeric and wording) are balanced evenly.
- ❖ Placement of questions ensures that order has minimal impact.



Methodology

(continued)

- ❖ All population-based surveys conducted by CRPP are proportional to population distributions within known census tracts, group blocks and blocks.
- ❖ A “super random digit” sampling procedure was used. This samples both listed and unlisted telephone numbers.
- ❖ The same instrument was used for all surveyed.



Methodology

(continued)

- ❖ Survey respondents were offered the opportunity to take the survey in their native language, whatever that might be.
- ❖ Surveys ultimately were given in English, Spanish, and Arabic.
- ❖ Statistically, a sample of 1001 surveys represents a margin for error of +/-3.0% at a 95% confidence level.



Highlights — Quality of Life

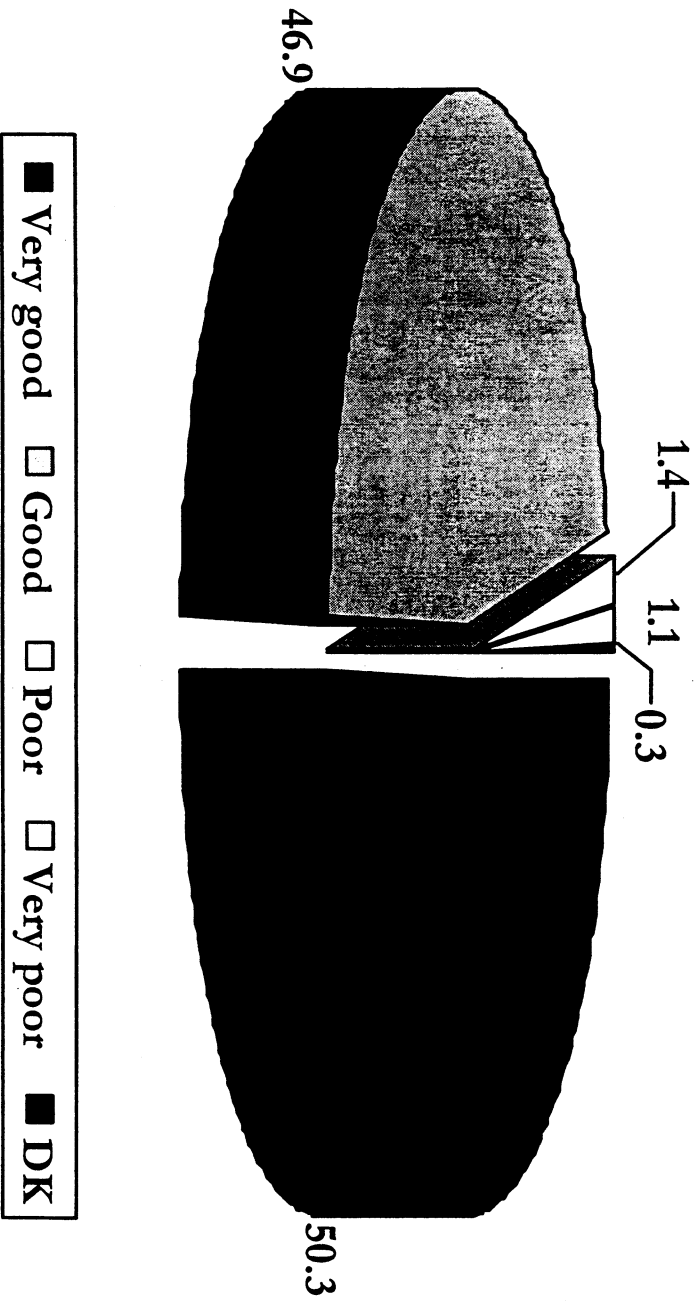
On Quality of Life

- ❖ 97.2% of all residents said that their quality of life in Alexandria is very good (50.3%) or good (46.9%).
- ❖ Very few said their quality of life was poor (1.4%) or very poor (1.1%).
- ❖ Only Arabic heritage respondents provided lower positive quality of life ratings (84.0%).



Quality of Life

Overall quality of life in Alexandria...



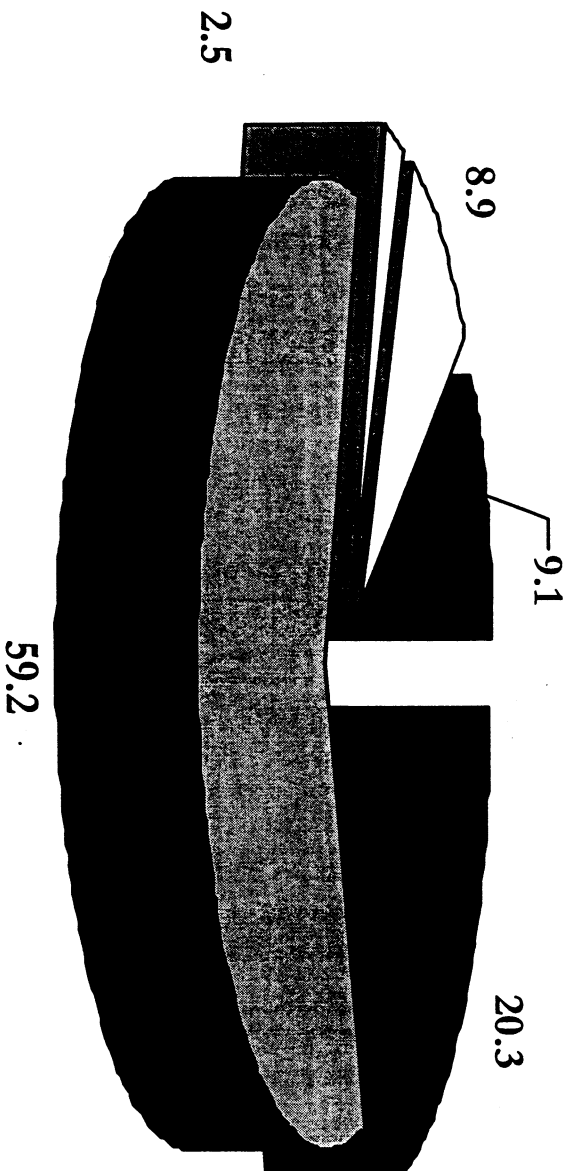
Highlights — Quality of Life

- ❖ Compared to two years ago, 79.5% stated that their quality of life was better (20.3%) or good with no change (59.2%).
- ❖ Some noted their quality of life became worse (8.9%) while others (2.5%) said that there was no change and their quality of life was poor.



Quality of Life

Overall quality of life in Alexandria, compared to two years ago



- Better
- No change, but good
- No change, and poor
- Worse
- DK



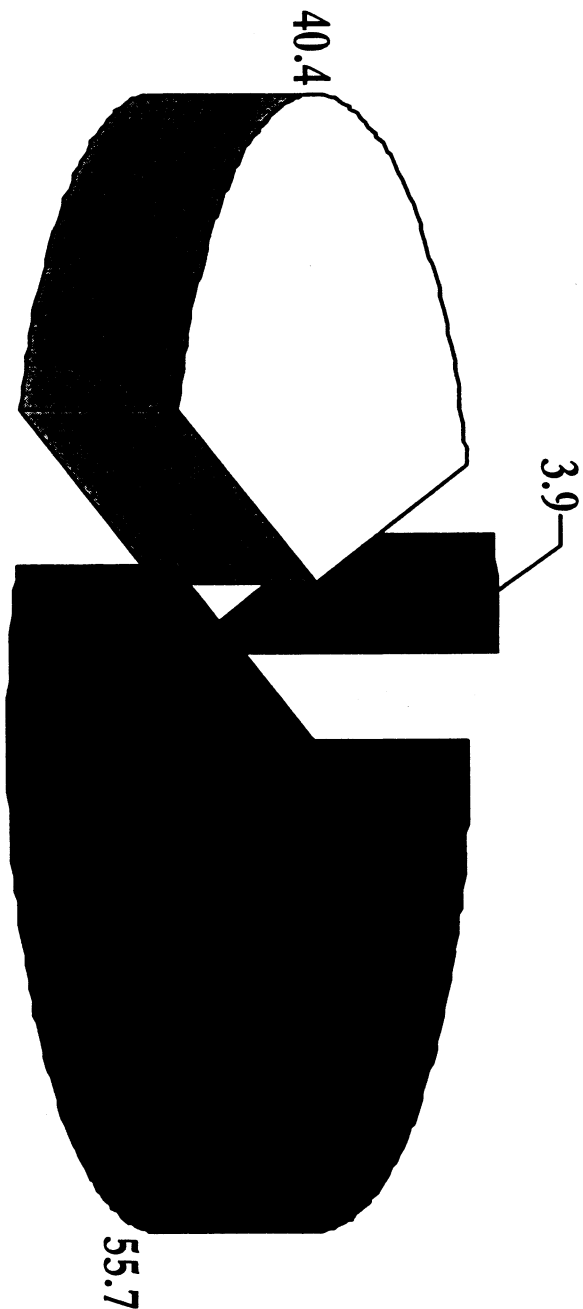
Highlights — Quality of Life

- ❖ **Just over half of all survey respondents (55.7%) stated that they were better off financially today than they were two years ago.**



Quality of Life

Better off financially today, than two years ago?



Highlights — Quality of Life

- ❖ “Location” was cited most frequently (39%) as the leading reason for originally making the decision to live in or continue to live in Alexandria.



Quality of Life

Reasons for living in Alexandria	2004
Location (close to work/highways)	39.4%
Work (work in or near Alexandria)	13.9
Housing (nice house/affordable)	13.5
Community (town character/community feeling)	13.5
Nice neighborhoods	12.9
Birthplace (lived here all life)	6.3



Quality of Life

Reasons for living in Alexandria	2004
Historic nature of City	4.6
Diversity	3.9
Quality Education system	3.4
Recreational opportunities	2.1
Other	25.8



Highlights — Quality of Life

- ❖ Sixty-eight different responses were given when residents were asked, in an open end format question, what they like most about Alexandria today.



Quality of Life

Things liked about Alexandria today	2004
Convenient in general	10.2%
Proximity to D.C.	6.1
Friendly people	5.4
Cultural diversity	5.2
Town has personality	5.2



Quality of Life

Things liked about Alexandria today	2004
Convenient for work	4.6
Size of the community	4.0
Feels like a small town	3.8
Everything within walking distance	3.4
City is wonderful	3.4



Highlights — Local Issues

On Local Issues

- ❖ Researchers asked respondents, in an open end format question, to name one or more issues they were most concerned about on a local level within Alexandria.



Local Issues

Issue of most concern	2004
Traffic	15.4%
Taxes	12.1
Poor school systems	8.4
Crime problems	8.1
Over-development	5.7
Parking	5.0



Local Issues

Issue of most concern	2004
Limited affordable housing	4.6%
Over-population	3.2
Poor government efficiency	2.4
Open space diminishing	2.0
No reason / nothing	9.3



Highlights — Local Issues

- ❖ Eight specific issues were named in a closed end format question, and respondents were asked to rate (on a scale of 1 to 10) how concerned or unconcerned they were about each issue.
- ❖ Three-quarters of all respondents stated that they were very concerned about traffic.
- ❖ Two-thirds of respondents stated they were very concerned about: local real estate taxes, crime in the city, and lack of affordable housing.



Local Issues

Issues	W/O DK's Concerned (1-4)
Traffic within Alexandria	73.8%
Local real estate taxes	67.1
Crime in the City	65.1
Lack of affordable housing	62.0



Local Issues

Issues	W/O DK's Concerned (1-4)
Safety and security	57.8
Quality of public education	53.9
Amount of parks, fields, and open space	52.0
Lack of transportation alternatives to the automobile	39.5



Highlights — City Services

On City Services

- ❖ Resident respondents provided high satisfaction ratings for the following City services: Fire Department, Emergency Medical Services, Police Department, the courtesy of City Government staff, parks and recreational facilities, refuse and yard waste collection, recreational opportunities and programs, and the recycling program.



Highlights — City Services

(continued)

- ❖ Lower, but good to fair satisfaction ratings were recorded for the condition of city sidewalks, performance of sanitary and storm sewer services, condition of local roads, and snow removal.
- ❖ Poor satisfaction ratings were recorded for neighborhood parking availability in neighborhoods and in Old Town and other business districts.



Highlights — City Services

(continued)

- ❖ The overall value of City services was rated relatively high (1 to 4) by 71.9% of those providing a rating.
- ❖ The overall average positive rating (1 to 4) across the fifteen services measured was 72.2% (without “don’t know” respondents).



City Services

Community Service	W/O Don't Know's	
	Good(1-4)	Poor (7-10)
Fire Department	91.5%	1.9%
Emergency medical services	89.9	3.0
Police Department	84.9	5.8
Courtesy of City government staff and employees	81.6	5.8
Parks and recreation facilities	81.2	4.7
Refuse and yard waste collection	79.9	7.6



City Services

Community Service	W/O Don't Know's	
	Good (1-4)	Poor (7-10)
Recreational opportunities /programs	78.8%	7.5%
Recycling program	73.5	12.3
Overall value of City services in light of taxes and fees paid	71.9	9.7
Condition of City sidewalks	67.0	8.9
Performance of sanitary and storm sewer services	66.0	11.7
Condition of local roads	63.9	11.6



City Services

Community Service	W/O Don't Know's	
	Good (1-4)	Poor (7-10)
City snow removal operations	62.9	15.9
Parking availability in your neighborhood	58.9	26.5
Parking availability in Old Town and other businesses	31.3	52.1
AVERAGE	72.2%	12.3%



Highlights — City Services

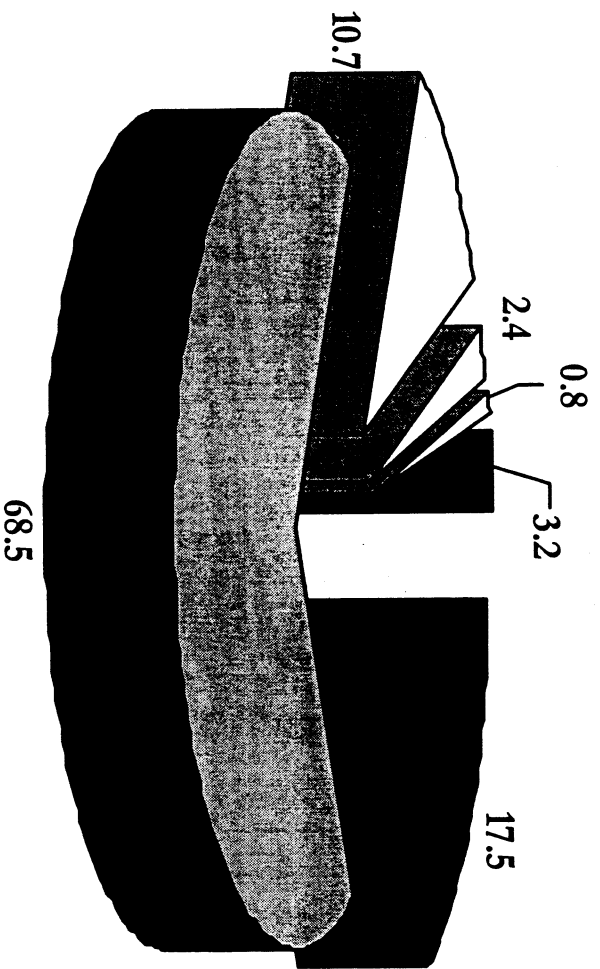
(continued)

- ❖ Researchers asked all respondents how often the City of Alexandria meets their service expectations.
- ❖ A large majority of those providing a response (86.1%) noted the City meets their expectations always or most of the time. Another 10.7% stated “sometimes”. Others, 3.1%, stated seldom or never.



City Services

City of Alexandria meets your expectations (Without DK's)



- Always
- Most of the time
- Sometimes
- Seldom
- Never
- DK



Highlights — City Services

On Service Awareness and Use

- ❖ The best known City services, among 24 that were listed for respondents, included: 911 emergency service, Metro Bus and Rail, motor vehicle registration services, the Library, DASH, City-sponsored events, the City's historic and cultural facilities, and animal control/shelter services.



Highlights — City Services

(continued)

- ❖ The least known City services included: round-the-clock internet Library services; services of the Office of Human Rights; services of the Office of Citizen Assistance; Mental Health, Mental Retardation, Alcohol and Drug Abuse services; and Health Department services.



Highlights — City Services

(continued)

- ❖ The services rated highest (in the nineties) in satisfaction (1 to 4 on a scale of 10), among users: Round-the-clock internet Library services, Library materials, City-sponsored arts and cultural events, DASH, 911 services, and the City's historic and cultural facilities.
- ❖ The overall average positive rating across the 24 services measured (among actual users) is 80%.



City Services

Services / Programs / Facilities	Good (1-4)
Round-the-clock internet Library services	98.0
City's historic and cultural facilities	94.9
City-sponsored arts and cultural events	94.7
911 Emergency Service	94.4
DASH (bus service within Alexandria)	93.8
Alexandria Library books, tapes, etc.	92.1



City Services (continued)

Services / Programs / Facilities	Good
City-sponsored adult sports programs	89.0
Animal control / Animal Shelter	88.9
City recreation center programs / services	88.6
City-sponsored events (City Birthday, etc.)	87.9
MH / MR / Substance Abuse Services	86.4
Metro bus and rail service	85.6



City Services (continued)

Services / Programs / Facilities	Good
Tax payment services	84.6
City-sponsored youth sports programs	84.2
City-maintained athletic fields	80.5
Motor vehicle registration process	76.2
Residential parking permit services	73.0
Services of the Alexandria Health Dept.	70.2



City Services (continued)

Services / Programs / Facilities	Good
Services of the City's Office of Human Rights	70.2
Building permit services	68.1
Department of Human Services programs	67.6
Services of the Office of Citizen Assistance	64.5
Real estate tax assessment services	59.7
Domestic violence or sexual assault services	21.4
AVERAGE	80



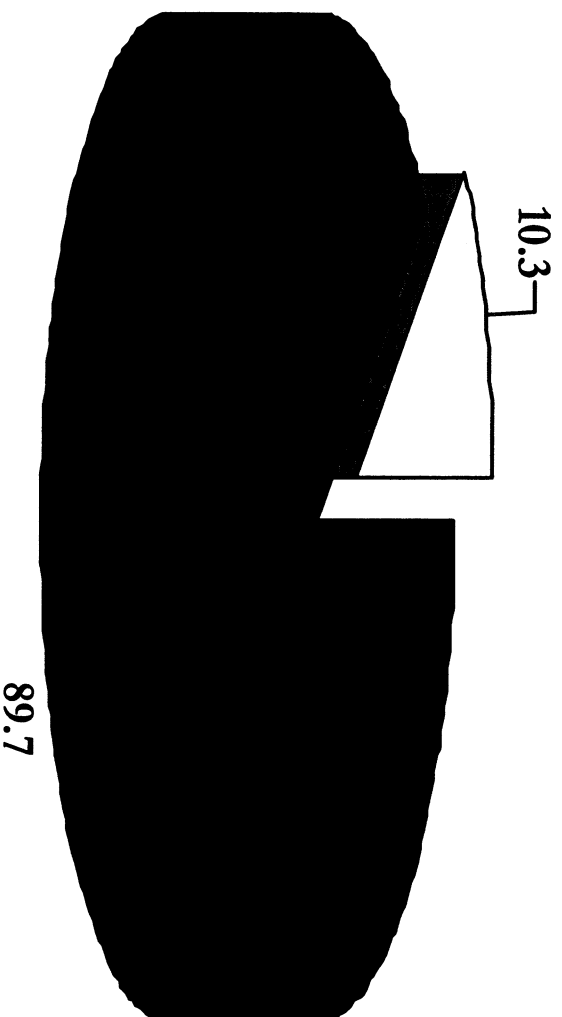
Highlights — City Leadership

- ❖ With “don’t know” respondents removed, a large majority, 89.7%, of all respondents stated that both elected and professional City officials are honest individuals dedicated to improving the quality of life in Alexandria.



City Leadership

Are Alexandria City officials honest individuals? (Without DK's)



■ Yes

□ No



Highlights — Communications

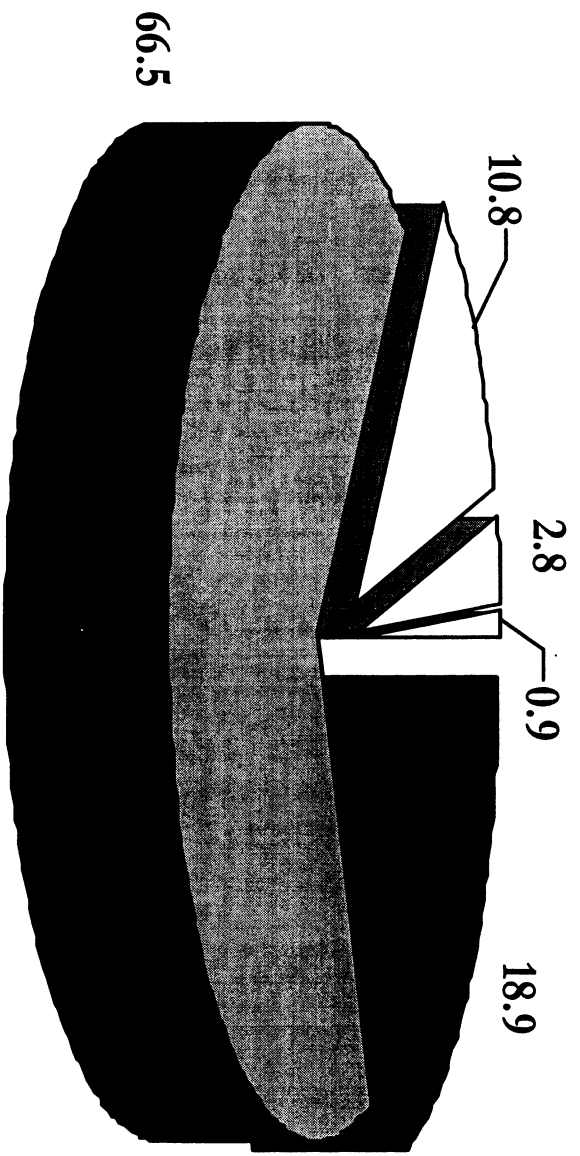
On Communication

- ❖ Significantly, 85.4% stated that they believed messages, information and other communication from the City to be credible “always” or “most of the time.”
- ❖ 10.8% said this communication is sometimes credible, 2.5% seldom credible; and 0.9% never credible. (“Don’t knows” were removed from the data.)



Communications

Are communications from the City credible? (Without DK's)



- Always
- Most of the time
- Sometimes
- Seldom
- Never



Highlights — Communications

(continued)

- ❖ In declining order, the following are ways respondents report they usually get information about City services (multiple responses were accepted): newspapers, city pamphlets, word of mouth, *FYI Alexandria*, internet, cable TV, phonebook, city web site, neighborhood associations, and churches.



Communications

Source of information about City Services	2004
Newspapers	39.9%
City pamphlets, notices, flyers	32.9
Word of mouth	19.6
City newsletter: <i>FYI Alexandria</i>	18.4
Internet	18.1



Communications (cont'd)

Source of information about City Services	2004
Cable TV	12.4
Phonebook	9.7
City web site	6.5
Neighborhood associations	3.2
Churches	0.3



Highlights — Communications

(continued)

- ❖ Similarly, respondents were asked how they get information about upcoming City-sponsored events and activities. In declining order, respondents reported: newspapers; City pamphlets, notices, flyers ; *FYI Alexandria*; word of mouth; internet; cable TV; City web site; churches; neighborhood associations; and the phonebook.



Communications

Source of information about City events	2004
Newspapers	46.2%
City pamphlets, notices, flyers	31.7
City newsletter: <i>FYI Alexandria</i>	19.5
Word of mouth	18.6
Internet	12.0



Communications (cont'd)

Source of information about City events	2004
Cable TV	11.5
City web site	4.6
Neighborhood associations	4.4
Phonebook	1.8



Highlights — Communications

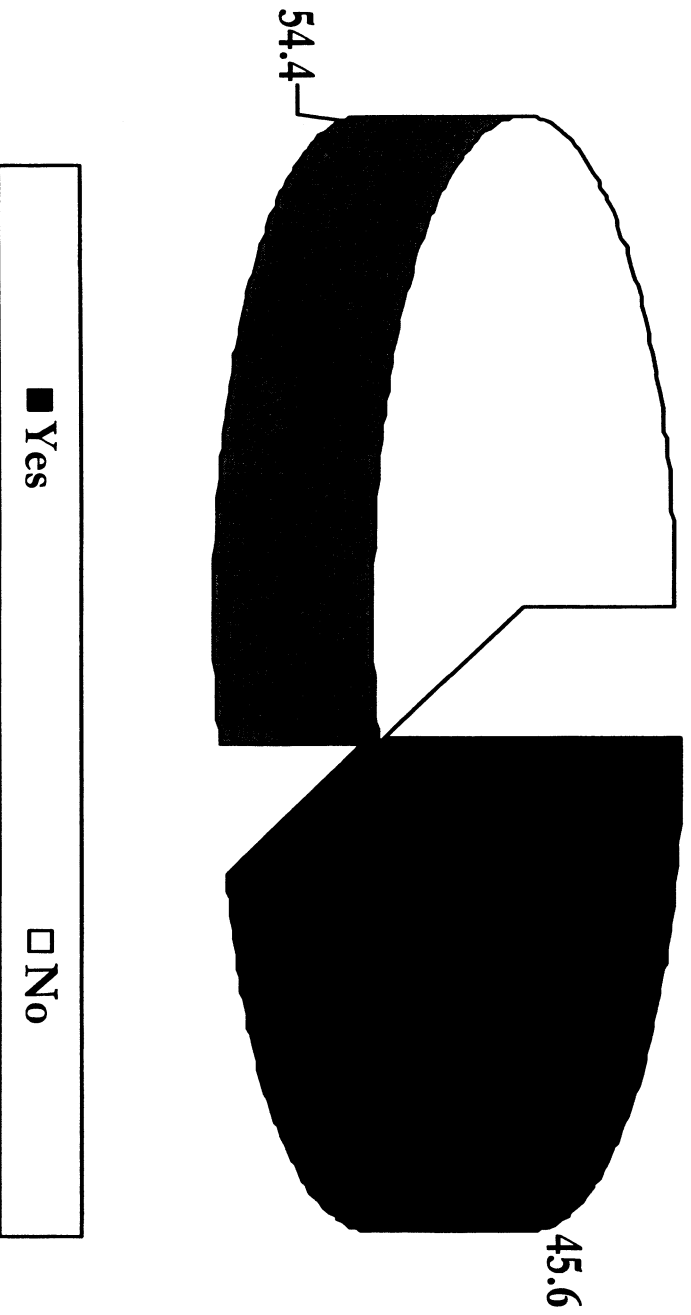
(continued)

- ❖ Impressively, 45.6% stated they have visited the City’s web site. Those who have were asked to rate the website on three characteristics.
- ❖ The highest positive rating, 76.9%, was recorded for “usability or navigability,” followed by 76% for “interesting content” and 73.9% for “design or graphics.”



Communications

Visited City of Alexandria web site?



Highlights — Communications

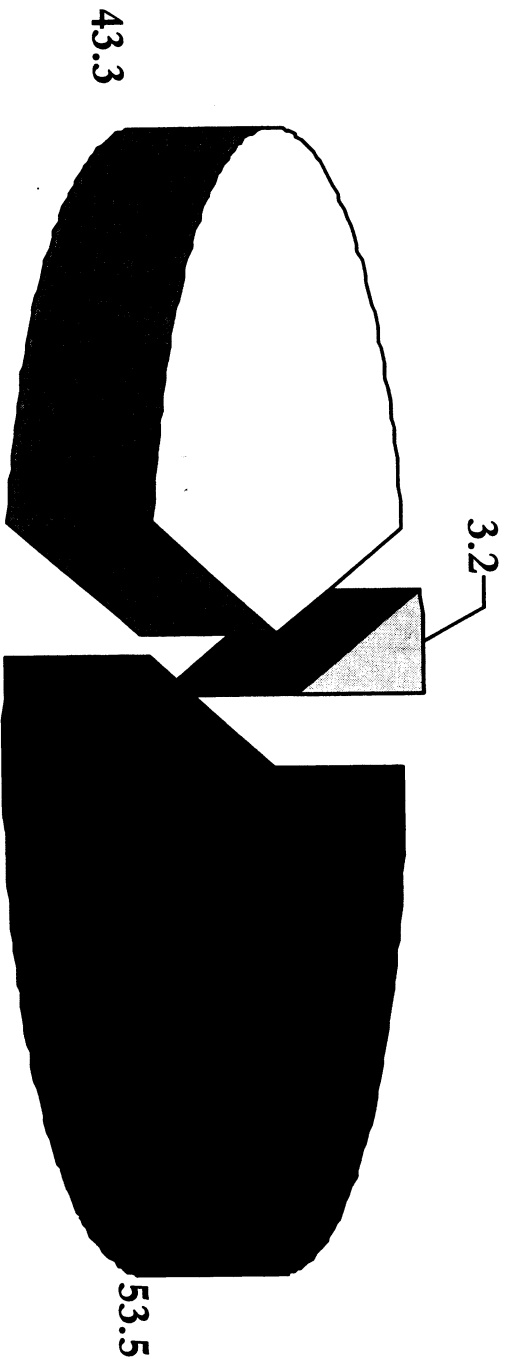
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- ❖ Just over half of all survey respondents, 53.5%, recall the City newsletter, *FYI Alexandria*.
- ❖ Almost 60 percent say they read it always or most of the time, and 20.3% sometimes, for a composite total of 79.5%; 11.6% seldom read it, and 9% never do.
- ❖ *FYI Alexandria* received positive ratings on both design / graphics (80.4%) and interesting content (79.8%).



Communications

Recall "FYI Alexandria"



Yes No DK



Highlights — Community Involvement

On Community Involvement

- ❖ One quarter of all respondents (25.6%) report they have attended a City Council meeting.
- ❖ 16.1% stated they have attended a Planning Commission Meeting.
- ❖ 5.1% have served on a City Board or Commission.



Highlights — Emergency Preparedness

On Emergency Preparedness

- ❖ Researchers asked all respondents how prepared they were for emergencies.
- ❖ Just over half reported having developed a communication plan to stay in touch with friends and relatives (53.9%).



Highlights — Emergency Preparedness

- ❖ Just under half suggested they have:
- ❖ Assembled an emergency supply kit (43.3%);
- ❖ Taken a course such as emergency preparedness, CPR, or First Aid (43.1%); or
- ❖ Created a household emergency preparedness plan (42.6%).



Highlights — Community Need

On Community Need

- ❖ In a final open end format question, respondents were asked about any needs they or the Alexandria community might have that are either unmet or under-met.



Highlights — Community Need (continued)

- ❖ **Ninety-nine different needs were cited.**
- ❖ **29.7% of responses were none / cannot recall / nothing**



Highlights — Community Need (continued)

- ❖ The top 10 named needs included (in declining order): more affordable housing, more parking and enforcement, traffic reduction, improved public transportation, better schools and teachers, more open space, more police, more parks, lower taxes, and more after school programs.



Community Need

Unmet/Undermet needs	% of responses
More affordable housing	6.8%
More parking and enforcement	4.5
Traffic reduction	3.4
Improved public transportation	3.3
Better schools / teachers	3.2
More open space	2.7



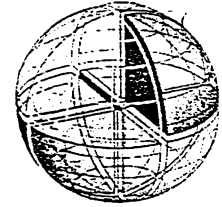
Community Need

Unmet/Undermet needs	% of responses
More police	2.5%
More parks	2.0
Need lower taxes	1.8
More after-school programs	1.7
None / Cannot recall / nothing	29.7



Thank you for the opportunity to present

Any Questions ?



CITY OF ALEXANDRIA

September 2004

Researcher:	Date:
Time start:	CB:
Time end:	Supervisor:

Hello. My name is _____. I am a research assistant at The Center for Research and Public Policy. We are talking to residents of Alexandria on behalf of the City about their quality of life, local issues, needs and satisfaction with community services. This is not a sales call. Your responses will be kept confidential.

SCREENER

A. Are you one of the heads of your household and eighteen years of age or older?

- 01 Yes (Continue)
- 02 No (Ask for qualified respondent)
- 03 DK (Thank and terminate)

B. Are you currently a resident of the City of Alexandria and live within the City limits?

- 01 Yes (Continue)
- 02 No (Ask for qualified respondent)
- 03 DK (Thank and terminate)

QUALITY OF LIFE

1. Please think about your overall quality of life in Alexandria. Please tell me if you consider your quality of life...

- 01 Very good;
- 02 Good;
- 03 Poor; or
- 04 Very poor
- 05 DK/Unsure

2. Which of the following best describes your overall quality of life in Alexandria today, compared to two years ago...

- 01 Better;
- 02 No change, but good;
- 03 No change, and poor; or
- 04 Worse
- 05 DK/Unsure

3. And, would you say you are better off financially today than you were two years ago?

- 01 Yes
- 02 No
- 03 DK/Unsure

4. Please tell me why you originally made the decision to live or why you continue to live in Alexandria?
 (RESEARCHERS: Accept multiple responses/Do not read)

- 01 Location (close to work/highways)
- 02 Housing (nice house/affordable)
- 03 Recreational opportunities
- 04 Quality education system
- 05 Nice neighborhoods
- 06 Community (town character/community feeling)
- 07 Historic nature of City
- 08 Birthplace (lived here all life) a
- 09 Work (work in or near Alexandria)
- 10 Diversity
- 11 Other: (Specify) _____

5. Please tell me what you like most about Alexandria today?

LOCAL ISSUES

6. Please tell me the issues you are most concerned with on a local level, here in Alexandria?

(RESEARCHERS PROBE: "Is there anything else?")

Now, I'll name a number of local Alexandria issues. Please tell me how concerned you are about each, using a scale of one to ten where one is very concerned and ten is not at all concerned. (RESEARCHERS: Read and rotate)

Issues	VC										NAAC	DK
7. Quality of public education	1	2	3	4	5	6	7	8	9	10	10	11
8. Crime in the City	1	2	3	4	5	6	7	8	9	10	10	11
9. Lack of affordable housing	1	2	3	4	5	6	7	8	9	10	10	11
10. Traffic within Alexandria	1	2	3	4	5	6	7	8	9	10	10	11
11. Local real estate taxes	1	2	3	4	5	6	7	8	9	10	10	11
12. Safety and security	1	2	3	4	5	6	7	8	9	10	10	11
13. Lack of transportation alternatives to the automobile	1	2	3	4	5	6	7	8	9	10	10	11

Issues	VC										NAAC	DK
14. Amount of parks, fields, and open space	1	2	3	4	5	6	7	8	9	10	11	

COMMUNITY SERVICES

The following are a number of City services. As I read each, please rate each based on all you know or have heard using a scale of one to ten where one is very good and ten is very poor. (RESEARCHERS: Read and rotate)

Community Service	VG										VP	DK
15. Police Department	1	2	3	4	5	6	7	8	9	10	11	
16. Fire Department	1	2	3	4	5	6	7	8	9	10	11	
17. Emergency medical services	1	2	3	4	5	6	7	8	9	10	11	
18. Refuse and yard waste collection	1	2	3	4	5	6	7	8	9	10	11	
19. Recycling program	1	2	3	4	5	6	7	8	9	10	11	
20. Condition of local roads	1	2	3	4	5	6	7	8	9	10	11	
21. Condition of City sidewalks	1	2	3	4	5	6	7	8	9	10	11	
22. City snow removal operations	1	2	3	4	5	6	7	8	9	10	11	
23. Performance of sanitary and storm sewer services	1	2	3	4	5	6	7	8	9	10	11	
24. Parking availability in your neighborhood	1	2	3	4	5	6	7	8	9	10	11	
25. Parking availability in Old Town and other business districts	1	2	3	4	5	6	7	8	9	10	11	
26. Recreational opportunities/programs	1	2	3	4	5	6	7	8	9	10	11	
27. Parks and recreation facilities	1	2	3	4	5	6	7	8	9	10	11	
28. Overall value of City services in light of taxes and fees paid	1	2	3	4	5	6	7	8	9	10	11	
29. Courtesy of City government staff and employees	1	2	3	4	5	6	7	8	9	10	11	

30. Most everyone has expectations of service organizations and companies they do business with. Please think about the services provided by the City of Alexandria and tell me if the City meets your service expectations...

- 01 Always;
- 02 Most of the time;
- 03 Sometimes;
- 04 Seldom; or
- 05 Never
- 06 DK/Unsure

31. Overall, do you believe that City officials, both elected and professional, are honest individuals and are dedicated to improving the quality of life in Alexandria? Would you say...?

- 01 Yes
- 02 No
- 03 DK/Unsure

32. And, how frequently would you say messages, information, and other communications from the City are credible? Would you say...?

- 01 Always;
- 02 Most of the time;
- 03 Sometimes;
- 04 Seldom; or
- 05 Never
- 06 DK/Unsure

SERVICE AWARENESS AND USE

Now, I'll read you a number of specific services, programs and facilities offered to Alexandria residents. Please tell me if you are aware of each service and if so, if you or your family members have used each.

If you have used the service, I'll ask you to report how satisfied you were using a scale of one to ten where a one is very good and ten is very poor. (RESEARCHERS: Use 11 for DK/Unsure. Read and Rotate).

Services/Programs/Facilities	Aware?	Aware?	Aware?	Use?	Use?	Use?	RATE 1-10 DK=11
	Yes	No	DK	Yes	No	DK	
33. 911 Emergency Service	01	02	03	01	02	03	
34. Domestic violence or sexual assault services	01	02	03	01	02	03	
35. Building permit and other services of the Code Enforcement Department	01	02	03	01	02	03	
36. Animal control/Animal Shelter	01	02	03	01	02	03	
37. Metro bus and rail service	01	02	03	01	02	03	
38. DASH (bus service within Alexandria)	01	02	03	01	02	03	
39. Services related to the assessment of real estate taxes	01	02	03	01	02	03	
40. Motor vehicle registration services	01	02	03	01	02	03	
41. Residential parking permit services	01	02	03	01	02	03	
42. City-sponsored events, such as the July City Birthday/Fireworks celebration or the annual Jazz Festival	01	02	03	01	02	03	
43. Programs and services offered at City recreation centers	01	02	03	01	02	03	
44. City-sponsored youth sports programs (e.g., baseball, basketball and football)	01	02	03	01	02	03	
45. City-sponsored adult sports programs	01	02	03	01	02	03	
46. City-maintained athletic fields	01	02	03	01	02	03	
47. City-sponsored arts and cultural events	01	02	03	01	02	03	
48. Alexandria Library books, tapes, CDs, DVDs and other materials	01	02	03	01	02	03	
49. Round-the-clock internet Library resource services	01	02	03	01	02	03	
50. Department of Human Services programs, such as JobLink, child welfare, and programs for seniors and those with disabilities	01	02	03	01	02	03	

Services/Programs/Facilities	Aware	Aware	Aware	Use	Use	Use	RATE
	Yes	No	DK	Yes	No	DK	(1-10 DK=11)
51. Services of the City's Office of Human Rights	01	02	03	01	02	03	
52. Services of the City's Office of Citizen Assistance	01	02	03	01	02	03	
53. City Mental Health, Mental Retardation, Alcohol and Drug Abuse services	01	02	03	01	02	03	
54. Services provided by the Alexandria Health Department	01	02	03	01	02	03	
55. The City's historic and cultural facilities, such as the Torpedo Factory, Gadsby's Tavern, Fort Ward, the Lyceum, the Friendship Firehouse, and Alexandria's Black History Museum	01	02	03	01	02	03	
56. Tax payment services	01	02	03	01	02	03	

COMMUNICATIONS

57. Please tell me how you usually get information about City services? (RESEARCHERS: Accept multiple responses/Do not read list)

- 01 Newspapers
- 02 Cable TV
- 03 Neighborhood associations
- 04 Phonebook
- 05 City pamphlets, notices, flyers
- 06 City newsletter: *FYI Alexandria*
- 07 Word of mouth
- 08 Internet
- 09 City web site
- 10 Churches
- 11 Other: _____

58. And, where do you usually get information on upcoming City sponsored events and activities? (RESEARCHERS: Accept multiple responses/Do not read list)

- 01 Newspapers in a
- 02 Cable TV
- 03 Neighborhood associations
- 04 Phonebook
- 05 City pamphlets, notices, flyers
- 06 City newsletter: *FYI Alexandria*
- 07 Word of mouth
- 08 Internet
- 09 City web site
- 10 Churches
- 11 Other: _____

59. Have you visited the City's website www.alexandriava.gov (or www.ci.alexandria.va.us)?

- 01 Yes (Continue)
- 02 No (Go to Q63)
- 03 DK/Unsure (Go to Q63)

Please rate the City's website on the following four characteristics using a scale of one to ten where one is very good and ten is very poor.

Website	VG										VP	DK
60. Interesting content	1	2	3	4	5	6	7	8	9	10	11	
61. Design or graphics	1	2	3	4	5	6	7	8	9	10	11	
62. Usability or navigability	1	2	3	4	5	6	7	8	9	10	11	

63. Do you recall the City newsletter titled "FYI Alexandria"?

- 01 Yes (Continue)
- 02 No (Go to Q67)
- 03 DK/Unsure (Go to Q67)

64. Please tell me if you read "FYI Alexandria"...

- 01 Always;
- 02 Most of the time;
- 03 Sometimes;
- 04 Seldom; or
- 05 Never (Go to Q67)

06 DK/Unsure (DO NOT READ)

Please rate the newsletter on several important characteristics using a scale of one to ten where one is very good and ten is very poor.

Newsletter	VG										VP	DK
65. Design or Graphics	1	2	3	4	5	6	7	8	9	10	11	
66. Interesting content	1	2	3	4	5	6	7	8	9	10	11	

COMMUNITY INVOLVEMENT

The following questions related to community involvement. Please tell me if you have...

Community Involvement...	Yes	No	DK
67. Attended a City Council Meeting	01	02	03
68. Attended a Planning Commission Meeting	01	02	03
69. Served on a City Board or Commission	01	02	03

EMERGENCY PREPAREDNESS

The following are a number of questions related to emergency preparedness. Please tell me if you have...

Emergency Preparedness...	Yes	No	DK
70. Created a formal or informal household emergency preparedness plan	01	02	03
71. Developed a communication plan to stay in touch with friends and relatives in an emergency	01	02	03
72. Assembled an emergency supply kit	01	02	03
73. Taken a course such as emergency preparedness, CPR or First Aid	01	02	03

COMMUNITY-NEED

74. Throughout this survey we've reviewed many services, programs and community facilities. Please tell me of any needs of Alexandria residents, or the Alexandria community, which you feel are unmet or under-met?

(RESEARCHERS PROBE: "Is there anything else?")

DEMOGRAPHICS

75. Do you currently have a computer at home?

- 01 Yes
- 02 No
- 03 DK

76. Do you currently have access to the internet at home, work or both?

- 01 Home
- 02 Work
- 03 Both
- 04 No
- 05 DK/Unsure

77. Do you have any children under the age of eighteen living at home?

- 01 Yes
- 02 No (Go to Q80)
- 03 DK/Unsure (Go to Q80)
- 04 Refused (Go to Q80)

78. How many children under the age of eighteen do you have living at home?

- 01 _____
- 77 DK/Unsure (Go to Q80)
- 99 Refused (Go to Q80)

79. Are they attending Public Schools in Alexandria?

- 01 Yes
- 02 No
- 03 Split – Some are, some are not
- 04 Don't Know/Unsure
- 05 Refused

80. Do you commute to work?

- 01 Yes (Continue)
- 02 No (Go to Q82)
- 03 DK/Unsure (Go to Q82)

81. How do you commute to work?

- 01 Walk
- 02 Bike
- 03 DASH Bus
- 04 Drive alone
- 05 Carpool
- 06 Metro
- 07 Metro rail
- 08 Metro bus
- 09 Combination/varies
- 10 Telecommute/work from home
- 11 Other
- 11 DK/Unsure

82. How many years, have you lived in Alexandria?

- 01 # _____
- 77 DK/Unsure
- 99 RF

83. Do you own or rent your current residence?

- 01 Own
- 02 Rent
- 03 Neither
- 04 DK/Unsure
- 05 RF

84. What type of home do you currently have?

- 01 Single family detached
- 02 Multi-family house
- 03 Town house/Duplex
- 04 Apartment/Apartment Building
- 05 Condominium
- 06 Mobile Home
- 07 DK/Unsure
- 08 RF

85. Are you registered to vote in Alexandria?

- 01 Yes
- 02 No
- 03 DK/Unsure
- 04 RF

86. Do you live east or west of Quaker Lane in Alexandria?

- 01 East
- 02 West
- 03 DK/Unsure (ask for Street: _____)
- 04 RF

87. Which of the following best describes your age?

- 01 18-25
- 02 26-35
- 03 36-45
- 04 46-55
- 05 56-65
- 06 66-75
- 07 76 or older
- 08 RF

88. What is your highest grade of school completed?

- 01 Eighth grade or less
- 02 Some high school
- 03 High school graduate or GED
- 04 Some technical school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Post-graduate or professional degree
- 09 RF

89. Which of the following categories best describes your total family annual income before taxes?

- 01 Under \$25,000
- 02 \$25,000 to less than \$50,000
- 03 \$50,000 to less than \$100,000
- 04 \$100,000 to less than \$150,000
- 05 \$150,000 to less than \$250,000
- 06 \$250,000 or more
- 07 DK
- 08 RF

90. Are you of Hispanic origin, such as Latin American, Puerto Rican, Cuban or Mexican?

- 01 Yes (Go to Q93)
- 02 No
- 03 DK
- 04 RF

91. Are you of Arabic origin?

- 01 Yes (Go to Q93)
- 02 No
- 03 DK
- 04 RF

92. What is your race?

- 01 White
- 02 African-American
- 03 Asian. Pacific Islander
- 04 Aleutian, Eskimo or American Indian
- 05 Other: _____
- 06 DK
- 07 RF

Thank you very much for your time and participation.

93. Gender (by observation).

- 01 Male
- 02 Female

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 27, 2004

TO: ALL CITY EMPLOYEES

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: RESIDENT SURVEY

Earlier this year, the City contracted with a Connecticut firm, the Center for Research and Public Policy, to conduct a survey of Alexandria residents. Considerable groundwork for the survey had been ably performed by a work group of employees representing many departments.

Between September 13 and 21, 1,001 City residents eighteen and older were surveyed by telephone and asked questions on the quality of living in Alexandria, their satisfaction with various City services, and the most significant local concerns they had with living in Alexandria. They also were asked about the ways in which they received information about City activities and events, how they perceived information given by the City, their views on the City's elected and professional employees, and what they felt were the most important unmet community needs.

It is a tribute to each of you that the overall findings of the survey demonstrated that Alexandria residents feel very positive about the quality of living in Alexandria and about the services they receive from the City government. The vast majority of residents feel that City employees are honest, courteous and dedicated to improving the quality of life in the City.

Some of the specific findings of the survey were:

- Over 97% of all responding residents said that their quality of life in Alexandria is very good or good.
- Over 86% of responding residents stated that the City government either always or most of the time meets their service expectations. Only 3.2% of the responding residents said that their service expectations are seldom or never met.
- 81.6% of responding residents rated highly the courtesy of City employees.
- 89.7% of responding residents said they believe the City's elected officials and employees were honest individuals and dedicated to improving Alexandria's quality of life.
- Residents were asked to name the local issues they were most concerned about. The top issues were traffic (15.4%), taxes (12.1%), schools (8.4%), crime (8.1%), over-development (5.7%) and parking (5%).

- Residents also were asked to name the most important need in the Alexandria community that was not being met. Ninety-nine different needs were identified. The top needs were: affordable housing (6.8%), more parking (4.5%), traffic reduction (3.4%), more public transportation (3.3%) and better schools (3.2%).

Every employee should be proud of the survey results. They confirm that the City government and City employees, overall, are perceived as delivering quality services, and being responsive and courteous. At the same time, it is important to recognize that the survey demonstrates that we can be even better, particularly in some areas. In the coming weeks, the results of the survey will be discussed with every employee, as will plans to respond to those areas where improvements are needed.

The results of the survey are now available on the City's website (www.alexandriava.gov). Every department head has a copy, and copies also are available in City libraries. I encourage you to take a look at the survey results.

cc: The Honorable Mayor and Members of City Council



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Alexandrians Surveyed Rate Quality of Life, City Services High Traffic and Taxes are Listed Top Concerns

October 26, 2004
PIO253-04/bg

When 1,001 Alexandria residents were surveyed by telephone in September, 97.2 percent said their quality of life in Alexandria is very good or good. Compared to two years ago, 79.5 percent said their quality of life was better (20.3 percent) or did not change (59.2 percent).

Those are just a sample of the responses to 93 questions included in a survey conducted to obtain residents opinions regarding the quality of City government services and programs.

During the week of Sept. 13, The Center for Research and Public Policy, of Trumbull, CT, asked City residents about their quality of living in Alexandria, the quality of City services, facilities, as well as the changes they feel need to be made in these areas, and the local issues of most concern to them. Trained professionals from the private firm contacted a representative sample of males and females over age 18 of various races and ethnicities. The surveyors conducted the survey in English, Spanish and Arabic, as requested by the respondents.

"This survey is part of the Council's continuing effort to improve City government. Its primary purpose is to tell us where the City may be falling short in our delivery of services, programs, and public infrastructure to residents," said City Manager Phil Sunderland. "Resident responses that identify areas needing improvements will result in actions designed to produce those improvements. Future surveys will be used to determine whether those improvements have been achieved."

A complete report of the survey's findings will be posted on the City web site tomorrow (Oct. 27) and a summary will be published in an upcoming issue of FYI Alexandria . Highlights include:

Quality of Life

- ▶ 97.2 % said quality of life in Alexandria is very good or good
- ▶ 2.5 % said quality of life is poor or very poor
- ▶ 79.5 % said their quality of life was better, not changed but good, compared to two years ago
- ▶ 8.9 % said their quality of life had worsened compared to two years ago
- ▶ 39% said location was the leading reason for living in Alexandria
- ▶ 13.9% said work was the leading reason for living in Alexandria
- ▶ 13.5% said housing was the leading reason for living in Alexandria
- ▶ 13.5% said community was the leading reason for living in Alexandria
- ▶ The top ten reasons respondents gave for what they liked most about Alexandria today (highest first) convenient in general, near D.C., friendly people, cultural diversity, City has personality, convenient for work, size of community, feels like a small town, everything in walking distance, and town is wonderful.

Local Issues

- ▶ Residents identified the following local issues as the ones they are most concerned about (in declining order): traffic (15.4%), taxes (12.1 %), quality of school system (8.4%), and crime (8.1% of responses).

Community Services

- ▶ High satisfaction ratings were given to the Fire Department, Emergency Medical Services, Police Department, the courtesy of City government staff, parks and recreational facilities, refuse and yard waste collection, and recreational opportunities and programs.
- ▶ Lower, but good to fair, satisfaction ratings were given to the City's recycling program, overall value of City services, condition of City sidewalks, performance of sanitary and storm sewer services, and City snow removal services.
- ▶ Poor satisfaction ratings were recorded for parking availability in respondents' neighborhoods, Old Town and other business districts.
- ▶ 83.3% of respondents said the City meets their service expectations always or most of the time.
- ▶ 10.4% said the City meets their service expectations sometimes
- ▶ After removing "don't know" responses, 89.7% of all respondents said both elected and professional City officials are honest individuals dedicated to improving the equality of life in Alexandria.
- ▶ 85.4% of those surveyed said messages, information and other communication from the City are considered credible "always" or "most of the time"
- ▶ 10.8% said City communication is "sometimes" credible.

Service Awareness and Use

- ▶ The best-known City services, among 24 measured, included City 911 emergency service, Metro Bus and Metrorail service, motor vehicle registration services, the Alexandria Library, DASH bus service, City-sponsored events, the City's historic and cultural facilities, and animal control/shelter.
- ▶ The least known City services included Round the Clock Internet Library resource service, services of the Office of Human Rights, services of the City's Office of Citizen Assistance, City Mental Health, Mental Retardation, Alcohol and Substance Abuse services, and services provided by the Alexandria Health Department.
- ▶ The services rated highest in satisfaction by users included Round the Clock Internet Library resource services, Alexandria Library materials, City-sponsored arts and cultural events, DASH service, 911 service, and the City's historic and cultural facilities.

Communications

- ▶ When asked how they usually get information about the City, respondents said newspapers first, followed in declining order by City pamphlets, word of mouth, City newsletter FYI Alexandria, Internet, cable TV, phone book, City web site, neighborhood associations, and churches.
- ▶ 45.6% of respondents said they have visited the City web site
- ▶ 59.1% of respondents who are familiar with the City newsletter, FYI Alexandria, said they read it "always" or "most of the time".

Community Involvement

- ▶ 25.6% of those surveyed said they have attended a City Council meeting
- ▶ 16.1% said they have attended a Planning Commission meeting.

Emergency Preparedness

- ▶ 53.9% of those surveyed said they have developed a communication plan to stay in touch with friends and relatives
- ▶ 43.3% said they have assembled an emergency kit

Community Needs

- ▶ When asked about unmet or under met needs, approximately one-third of the respondents could not name a specific need. The rest of those surveyed listed these top ten needs (most responses first) more affordable housing, more parking, traffic reduction, increased quality of public transportation, better schools and teachers, more open space, more police, more parks, need lower taxes, and more after school programs.

"I am very pleased to see that most residents surveyed said their quality of life is very good in Alexandria and that they gave high satisfaction ratings to most City services," said Mayor William D. Euille. "The Council will use the results of this survey, along with the adopted Strategic Plan, to develop initiatives for the City's future."

The survey was conducted by The Center for Research & Public Policy (CRPP), an independent market research and public policy consulting firm. Since its founding in 1979, CRPP has conducted 1.5 million interviews for clients including federal, state and local governments, as well as corporations, associations, academic researchers, not-for-profit organizations, healthcare organizations, universities, advertising and public relations firms.

A summary of the survey's findings are posted on the City web site www.alexandriava.gov and will be published in an upcoming issue of FYI Alexandria . Copies of the survey's findings will be available for review in City libraries by Thursday, Oct. 28 . Residents who would like a copy of the survey results may request one in the City Manager's Office, 3rd floor of City Hall, phone 703.838.3828.

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