

City of Alexandria, Virginia
FY 2027 Proposed Operating Budget & CIP
Budget Questions & Answers

April 7, 2026

Question:

What is the cost for RPCA to reinstate the secret shopper program and in multiple languages?

Response:

The estimated cost to reinstate the secret shopper program is approximately \$20,000 to \$25,000 annually, assuming the program is conducted twice per year, expanded to 5 additional facilities for a total of 24 locations, and offered in multiple languages, including Dari, English, Spanish, Amharic (Ethiopian language), and Arabic. The cost per site is estimated at \$400.76 per location.