



Thank you for the opportunity to present



2009 Community Survey



Introduction

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





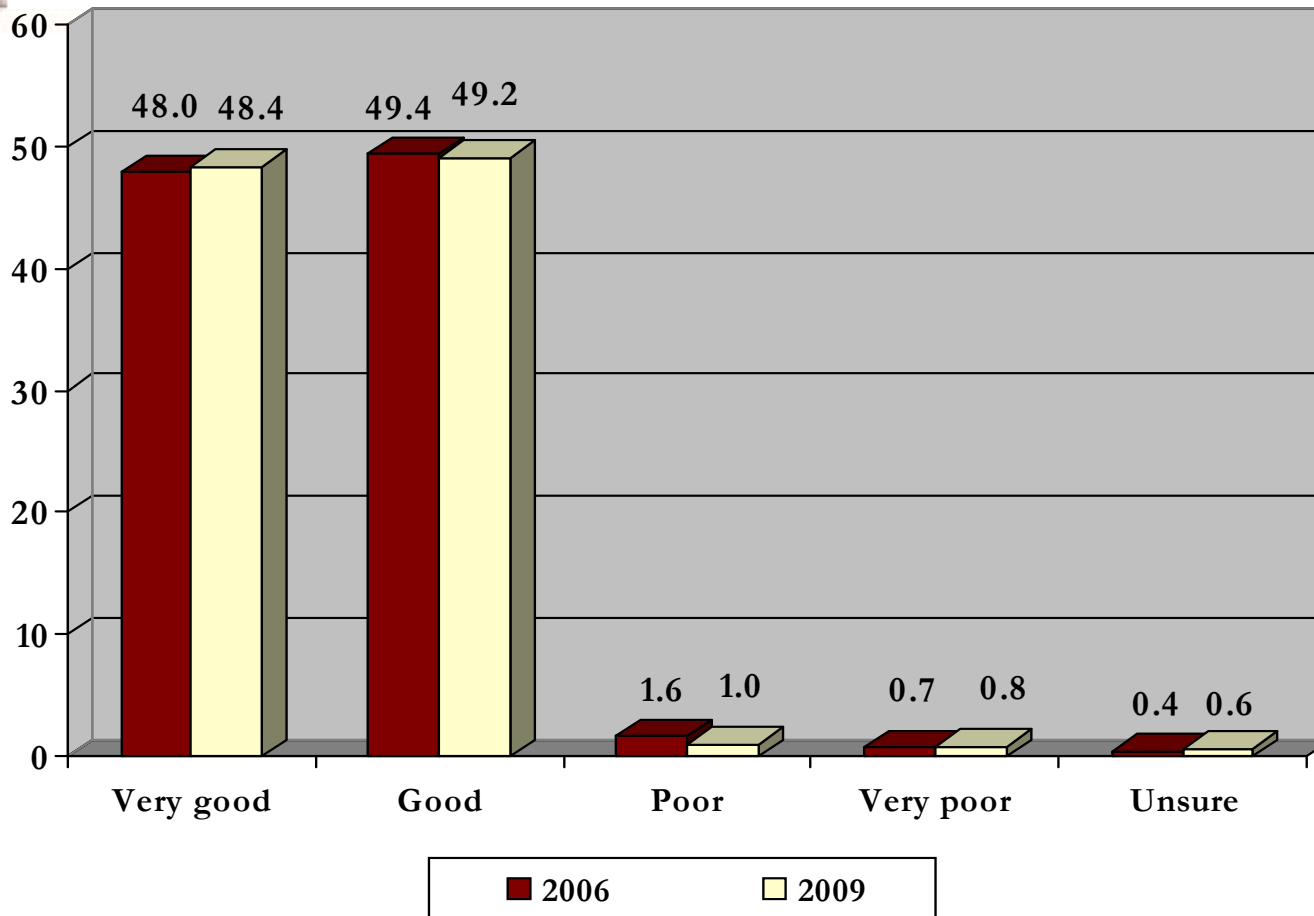
Methodology

- ❖ 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



measure. inform. guide.





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)





Taxes vs. Services

- ❖ 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%).





Taxes vs. Services

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%)**





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%)**
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- ❖ **Positive ratings for each of these were 81.8%, 72.8% and 76.6% respectively.**





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this information.

Any Questions?