2010 Prince William County Citizen Satisfaction Survey

Center for Survey Research
A Unit of the Weldon Cooper Center for Public Service
University of Virginia

September 14, 2010
A full narrative report will be provided to the BOCS in October.
One of a Series . . .

- PWC’s first citizen satisfaction survey was in 1993
- n of cases varies from 700 to 1,746 (in 2009)
- Some questions repeated on every survey
  - Some asked every second year
  - Some asked only once
- All conducted by telephone, during spring/summer
- All conducted by UVa’s CSR
2010 PWC Survey Features

- n = 1,637
- Samples
  - RDD (random digit dialing)
    - Listed
    - Cell-Phone
- 7 geographic areas
- Respondent selection within household
  - Except for cell phone cases
- CATI (Computer-Assisted Telephone Interviewing)
- Solid interviewer training, annual pre-tests
More Features…

- Includes core questions and rotating Group B
  - Group B questions last asked in 2008
- Most questions not asked of every respondent
- Interviews conducted in English and Spanish
- Conducted June 27-August 29, 2010
- Margin of error = ± 3.15 %
Background factors

Keep in mind two important areas of change:

1) National economic and housing downturn in 2008
   - County programs and services have been impacted by the downturn

2) County government made budget adjustments in response
Quality of Life

. . . and wanting to live in PWC
# PWC Quality of Life

- Rated on a ten-point scale (10 = highest)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>7.28</td>
</tr>
<tr>
<td>2009</td>
<td>7.30</td>
</tr>
<tr>
<td>2008</td>
<td>6.98</td>
</tr>
<tr>
<td>2007</td>
<td>7.18</td>
</tr>
<tr>
<td>2006</td>
<td>7.15</td>
</tr>
<tr>
<td>1993</td>
<td>6.90</td>
</tr>
</tbody>
</table>

*The 2010 mean rating is significantly higher than the 2008 mean rating*
Quality of Life Ratings: 1993-2010

Mean


6.90 6.98 7.05 7.28 7.27 7.25 7.24 6.98 7.30 7.28

Center for Survey Research
University of Virginia
Government Services
Overall Satisfaction with Gov’t Services

- Total: 91.9% satisfied

- Somewhat Satisfied: 57.3%
- Very Satisfied: 34.6%
- Somewhat Dissatisfied: 6.6%
- Very Dissatisfied: 1.5%
Overall Satisfaction with County Government Services: 1993, 2006-2010

- No significant change in satisfaction from 2009-2010

- 1993: 90.5%
- 2006: 90.8%
- 2007: 89.5%
- 2008: 89.4%
- 2009: 90.6%
- 2010: 91.9%
## County Employees Providing Services

<table>
<thead>
<tr>
<th>Items</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness of County Employees</td>
<td>79.9</td>
<td>82.4</td>
</tr>
<tr>
<td>Satisfaction with Efficient/Effective Services</td>
<td>89.7</td>
<td>88.4</td>
</tr>
</tbody>
</table>
Economic and Development Issues

Source: UVA Weldon Cooper Center estimates
Satisfaction with Growth

This question was not asked in 2000
Satisfaction with County’s efforts to attract new jobs & businesses has increased since 2009.

More than \( \frac{3}{4} \) of respondents are satisfied with efforts to attract new jobs to PWC.

Satisfaction was up to 75.9% in 2010 from 73.2% in 2009.
Land use and ease of travel rose significantly from 2008.
Satisfaction with Ease of Travel in PWC (2000-2010)

Highest percent satisfied since 1998
Satisfaction with Ease of Travel in PWC (2007-2010) by Region

<table>
<thead>
<tr>
<th>Regions</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battlefield</td>
<td>39.8%</td>
<td>49.2%</td>
<td>54.9%</td>
<td>72.5%</td>
</tr>
<tr>
<td>Broad Run</td>
<td>47.7%</td>
<td>54.8%</td>
<td>64.8%</td>
<td>74.6%</td>
</tr>
<tr>
<td>Hoadly</td>
<td>49.7%</td>
<td>59.7%</td>
<td>55.9%</td>
<td>73.3%</td>
</tr>
<tr>
<td>Old Bridge</td>
<td>54.3%</td>
<td>62.2%</td>
<td>61.2%</td>
<td>54.9%</td>
</tr>
<tr>
<td>Dale</td>
<td>52.7%</td>
<td>60.0%</td>
<td>55.9%</td>
<td>61.7%</td>
</tr>
<tr>
<td>Potomac</td>
<td>40.5%</td>
<td>45.0%</td>
<td>45.1%</td>
<td>56.0%</td>
</tr>
<tr>
<td>Forest Park</td>
<td>48.9%</td>
<td>56.6%</td>
<td>52.3%</td>
<td>51.4%</td>
</tr>
</tbody>
</table>

Travel eased in northwestern parts of PWC
Satisfaction with Public Safety
## Satisfaction with Public Safety

<table>
<thead>
<tr>
<th>Items</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire fighting in your area</td>
<td>98.7</td>
<td>98.1</td>
</tr>
<tr>
<td>Emergency medical rescue</td>
<td>97.9</td>
<td>95.7</td>
</tr>
<tr>
<td>Overall satisfaction with Police</td>
<td>92.5</td>
<td>92.2</td>
</tr>
</tbody>
</table>

% satisfied

Changes are not statistically significant.
## More Public Safety Items

<table>
<thead>
<tr>
<th>Items</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police attitudes and behaviors</td>
<td>84.4</td>
<td>84.7</td>
</tr>
<tr>
<td>Police Department treats everybody fairly</td>
<td>78.8</td>
<td>79.9</td>
</tr>
<tr>
<td>Efforts to reduce illegal drugs</td>
<td>88.3</td>
<td>85.2</td>
</tr>
</tbody>
</table>

Changes are not statistically significant.
## Satisfaction with Safety

<table>
<thead>
<tr>
<th>Items</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety in neighborhood, Daytime</td>
<td>91.9</td>
<td>94.9*</td>
</tr>
<tr>
<td>Safety in neighborhood, Night</td>
<td>85.8</td>
<td>87.2</td>
</tr>
<tr>
<td>Safety in business areas, Day</td>
<td>90.6</td>
<td>92.7</td>
</tr>
<tr>
<td>Safety in business areas, Night</td>
<td>79.4</td>
<td>82.8</td>
</tr>
<tr>
<td>Police efforts to combat gangs</td>
<td>87.7</td>
<td>85.0</td>
</tr>
</tbody>
</table>

*Significant increase since 2008.*
About the police questions

- UVa’s Center for Survey Research is nearing completion of its evaluation study of the County’s policy on police enforcement regarding illegal immigration.
- Results for 2010 survey items specific to the immigration study will be included in the November report.
Human Services
<table>
<thead>
<tr>
<th>Items</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with services to people with mental health problems</td>
<td>72.7</td>
<td>80.5</td>
</tr>
<tr>
<td>Satisfaction with services to substance abusers</td>
<td>71.0</td>
<td>77.1</td>
</tr>
<tr>
<td>Satisfaction with programs for elderly population</td>
<td>81.4</td>
<td>81.7</td>
</tr>
<tr>
<td>Satisfaction with social services</td>
<td>74.1</td>
<td>73.7</td>
</tr>
</tbody>
</table>

Changes are not statistically significant.
Government and Taxes
Trust in County Government, 2003-2010

- How often do residents trust the County government to do what’s right?

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent saying &quot;Always&quot; or &quot;Most of the time&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>62.8%</td>
</tr>
<tr>
<td>2004</td>
<td>63.7%</td>
</tr>
<tr>
<td>2005</td>
<td>64.1%</td>
</tr>
<tr>
<td>2006</td>
<td>60.2%</td>
</tr>
<tr>
<td>2007</td>
<td>64.1%</td>
</tr>
<tr>
<td>2008</td>
<td>58.4%</td>
</tr>
<tr>
<td>2009</td>
<td>63.4%</td>
</tr>
<tr>
<td>2010</td>
<td>63.0%</td>
</tr>
</tbody>
</table>
Overall Satisfaction with Value of Tax Dollar

- Total: 83.1% satisfied

- Very Satisfied: 26.8%
- Somewhat Satisfied: 56.3%
- Somewhat Dissatisfied: 11.0%
- Very Dissatisfied: 5.9%
Satisfaction with Value for Tax Dollar (2000-2010)

83.1% in 2010 is the highest percent satisfied ever in PWC.
View of Taxes and Service

- Increase services and taxes: 10.7%
- Some other change: 9.6%
- Decrease services and taxes: 14.7%
- Keep services and taxes same: 65.0%
The Top Five Service Items

- Satisfaction with:
  - Library Staff  98.4%
  - Fire Protection  98.1%
  - Compost Facility  98.0%
  - Landfill  97.8%
  - Convenient Ways to Register to Vote  97.1%
The Bottom Five Items

• Satisfaction with:
  – Travel in NOVA outside PWC 40.8%
  – Coordination of Development & Roads 57.1%
  – Ease of Travel in PWC 64.1%
  – Planning of Land Development 65.6%
  – Preventing Neighborhood Deterioration 68.6%
Most ‘Visible’ Service Items
Visibility & Satisfaction: Defined

- High visibility
  - More than 90% of respondents answered the question
- High satisfaction
  - More than 85% satisfied
- Low satisfaction
  - Fewer than 65% satisfied

Note: Criteria may differ from those used in report.
### High Visibility with High Satisfaction

<table>
<thead>
<tr>
<th>Service</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Protection</td>
<td>98.1%</td>
</tr>
<tr>
<td>Compost Facility</td>
<td>98.0%</td>
</tr>
<tr>
<td>EMS</td>
<td>95.7%</td>
</tr>
<tr>
<td>Library</td>
<td>95.3%</td>
</tr>
<tr>
<td>Neighborhood Daytime Safety</td>
<td>94.9%</td>
</tr>
<tr>
<td>Business Daytime Safety</td>
<td>92.7%</td>
</tr>
<tr>
<td>Overall Police Performance</td>
<td>92.2%</td>
</tr>
<tr>
<td>Efforts to Preserve Water Quality</td>
<td>91.9%</td>
</tr>
<tr>
<td>Overall County Satisfaction</td>
<td>91.9%</td>
</tr>
</tbody>
</table>
## High Visibility with Low Satisfaction

<table>
<thead>
<tr>
<th>Service</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of Travel around NoVA</td>
<td>40.8%</td>
</tr>
<tr>
<td>outside PWC</td>
<td></td>
</tr>
<tr>
<td>Coordination of Development with Road Systems</td>
<td>57.1%</td>
</tr>
<tr>
<td>Ease of Travel around PWC</td>
<td>64.1%</td>
</tr>
</tbody>
</table>
Summary of Changes
What’s UP since last year?

- Since 2009—Satisfaction with (core items)
  - Ease of Travel in PWC +8.2%*
  - Services for Substance Abuse +6.1%**
  - Planning of Land Development +4.0%**
  - Value for Tax Dollar +2.3%**
  - Safety in Neighborhood in Daytime +1.9%**
  - Efficiency and Effectiveness of Voting Precinct +1.7%**

*Significant change since 2009
**Significant change since 2008
What’s DOWN since last year?

No significant downward changes in satisfaction items since 2009.
# What’s UP Since 1993?

- Value for Tax Dollar: +17.6%
- Dept. of Soc. Services: +13.4%
- Programs for Elderly Population: +13.4%
- Planning and Land Use: +12.6%
- Street Lighting: +12.0%
- Attracting jobs and businesses: +11.1%
- Efforts to Reduce Use of Illegal Drugs: +6.0%
- Informing Citizens about Government: +5.8%
- Voter Registration: +5.6%
- Police Department: +3.5%
What’s DOWN since 1993?

No significant downward changes compared to 1993.
Overall Satisfaction with Gov’t Services

- Total: 91.9% satisfied

- Very Satisfied: 34.6%
- Somewhat Satisfied: 57.3%
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- Very Dissatisfied: 1.5%
Overall Satisfaction with Value of Tax Dollar

- Total: 83.1% satisfied

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Highest level ever achieved
2010 Prince William County
Citizen Satisfaction Survey

For further information please contact:

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