



Prince William County 2012 Community Survey

November 20, 2012

ORC*International*



Project Overview

Why Communities Do Surveys?

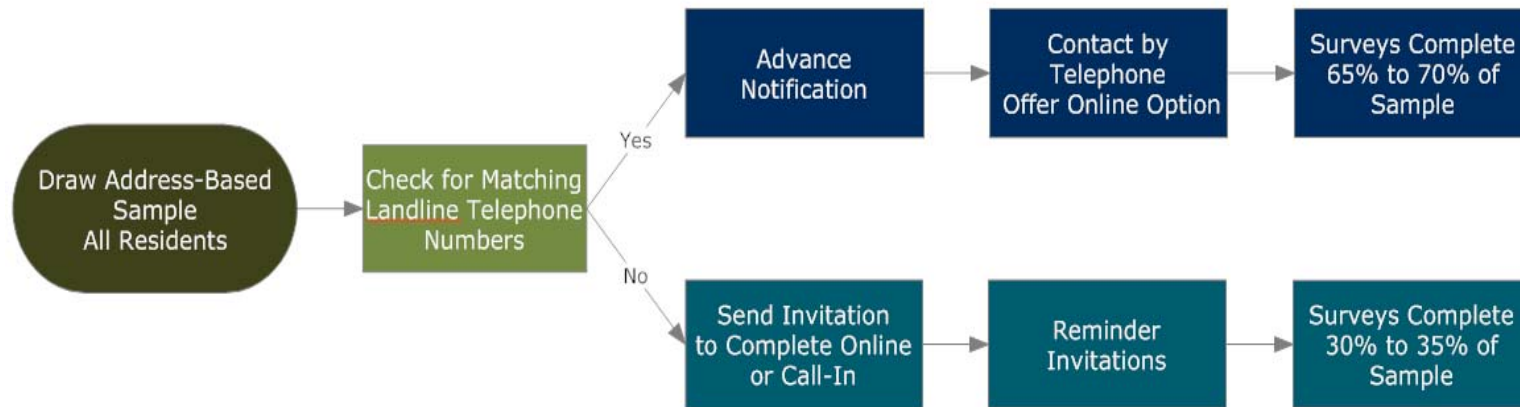
- ◆ Communities such as Prince William County do surveys to:
 - Provide **valid** insights from a **representative** sample on performance
 - Provide **reliable** indicators of public support for proposed policies and initiatives
 - Track changes in demographics and attitudes
 - Help inform budget and resource allocation decisions
- ◆ Done correctly, community surveys provide **reliable** and **valid** data to inform a community's strategic decisions
 - More **representative** sample than people who attend town hall meetings or write to their council members
 - Controlled responses—everyone gets asked the same question in the same way
 - Independent administration—reduces bias

Background & Objectives

- ◆ Prince William County has conducted an annual resident survey since 1993
- ◆ Decision made to change to a biennial survey beginning in 2012
- ◆ Objectives remain similar to those in the past
 - To assess resident perceptions of the overall quality of life in Prince William County
 - To assess perceptions of County services
 - To identify subgroups which may be underserved
 - To address specific and relevant topics of interest
- ◆ New vendor (ORC International) selected
 - Improved methodology obtain a more representative sample of all residents
 - Strategic studies for local jurisdictions an area of expertise
 - Benchmarking provides additional insights into areas for improvement and maintenance

Study Methodology

- ◆ Study methodology changed to address changes in the survey industry—mixed modes of data collection—and growing prevalence of cell phone only households and to ensure a representative sample of all Prince William County residents



- ◆ A total of 1,727 surveys were completed
 - 1,269 or 73% were completed by phone
 - 458 were completed online

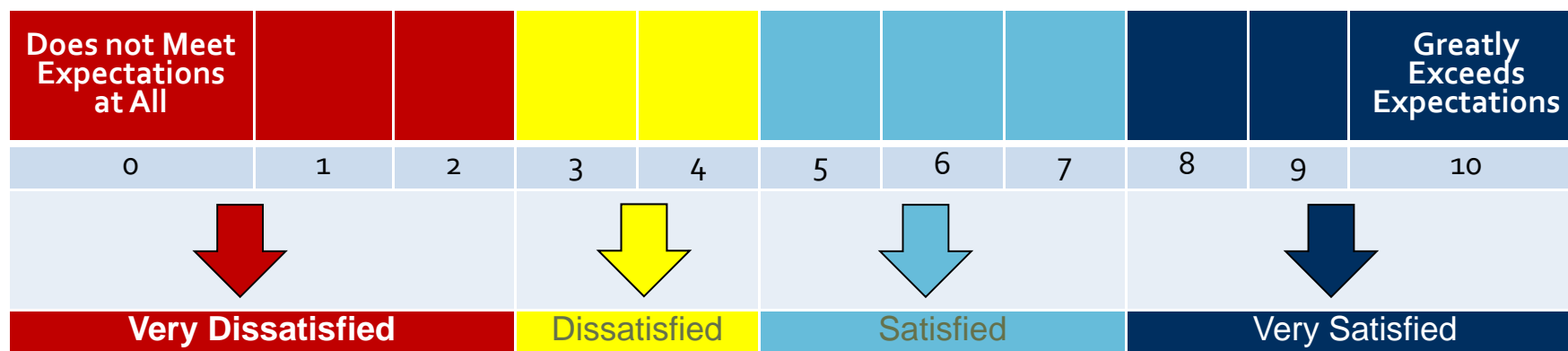
Total Sample	1,727
Overall Precision 95% confidence	+ / - 2.4%

Greater Focus on Outcomes

- ◆ Measures and analysis focus more on outcomes—being the “community of choice”—rather than simply performance



- ◆ Measurement scales were changed to obtain more detailed insights and more accurately reflect whether expectations are being met
 - Matches key national benchmark measures and also allows for comparisons to previous years



Comparing to Previous Years

2012 – Value for Tax Dollar

Very Poor Value										Very Good Value	
0	1	2	3	4	5	6	7	8	9	10	
2.1%	1.2%	1.9%	3.5%	6.4%	15.4%	13.9%	20.4%	20.3%	8.7%	6.3%	
Very Poor			Poor		Good			Very Good			
1			2		3			4			
5%			10%		50%			35%			
Poor					Good						
15%					85%						

2010 – Value for Tax Dollar

Very Poor		Poor		Good		Very Good	
1		2		3		4	
6%		11%		56%		27%	
Poor				Good			
17%				83%			

Benchmarking

- ◆ Why benchmark?
 - Quantifies measures of performance
 - Quantifies the gap between your community and best practices
 - Encourages focus on outcomes rather than simply performance
- ◆ Benchmarking methodology
 - National sample of 2,000 residents across the United States
 - ✦ We do not aggregate results from studies we complete for other jurisdictions
 - Jurisdictions of all sizes represented
 - Updated annually
 - Most recent (November 2012) benchmarking focused on six key questions
 - Overall quality of life
 - Comparability of life in resident community compared to others
 - Overall quality of services
 - Direction community is headed
 - Value of services received for tax dollars paid
 - Views on taxes and services

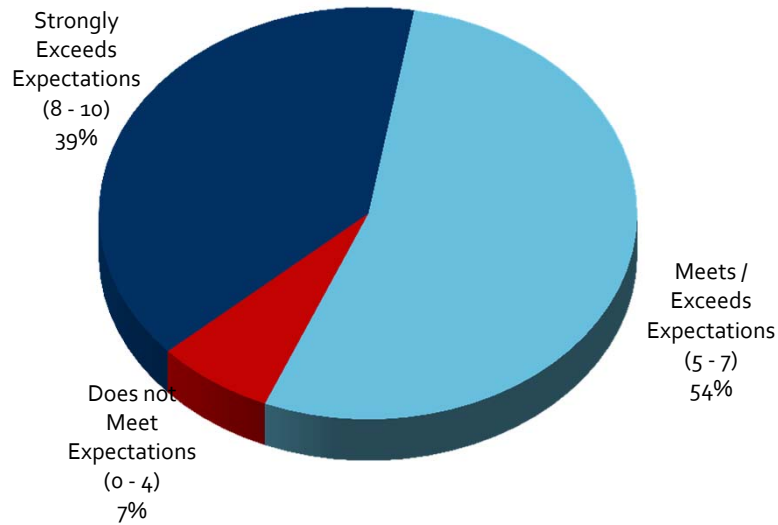


Major Findings

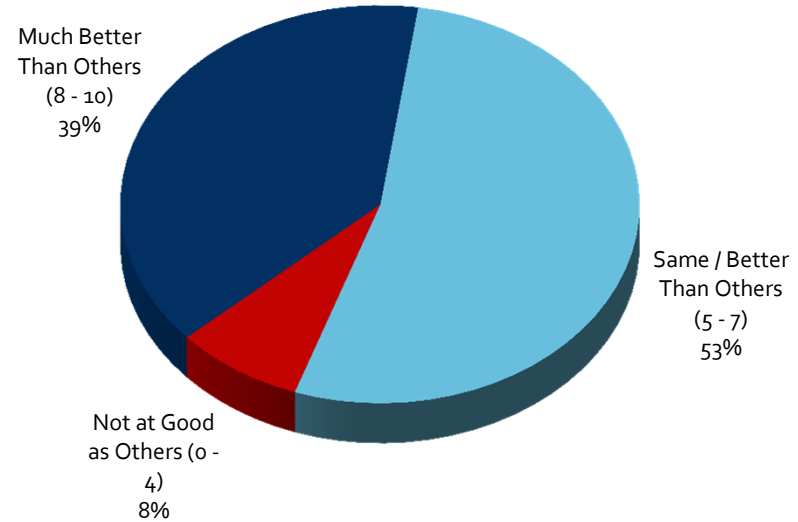
Overall Quality of Life

- ◆ Prince William County residents are very positive about the overall quality of life in the community and feel it compares well to other communities

Overall Quality of Life

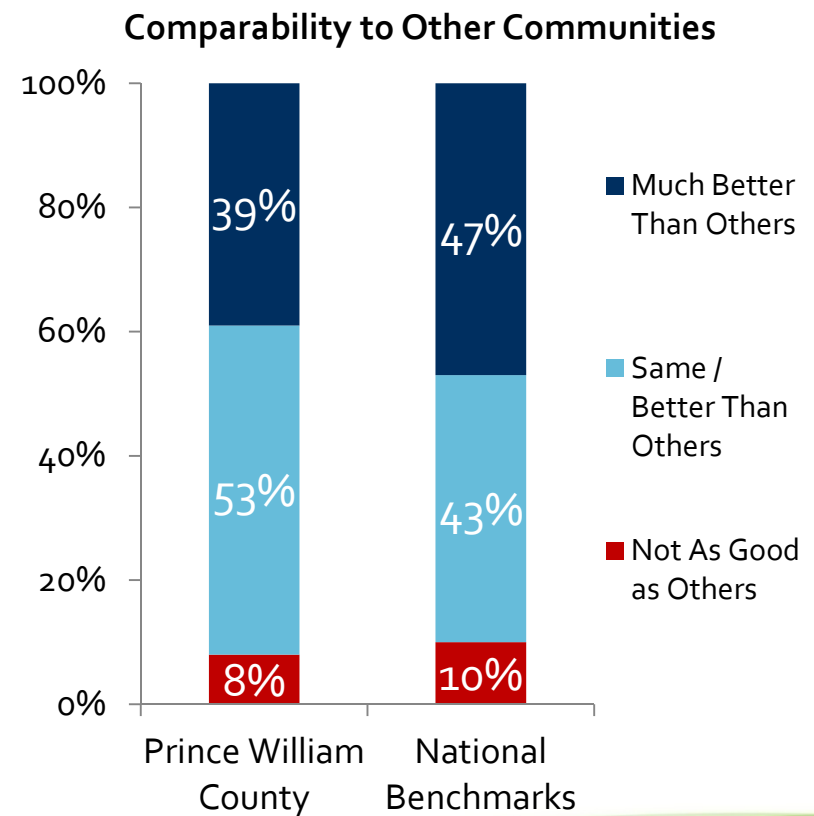
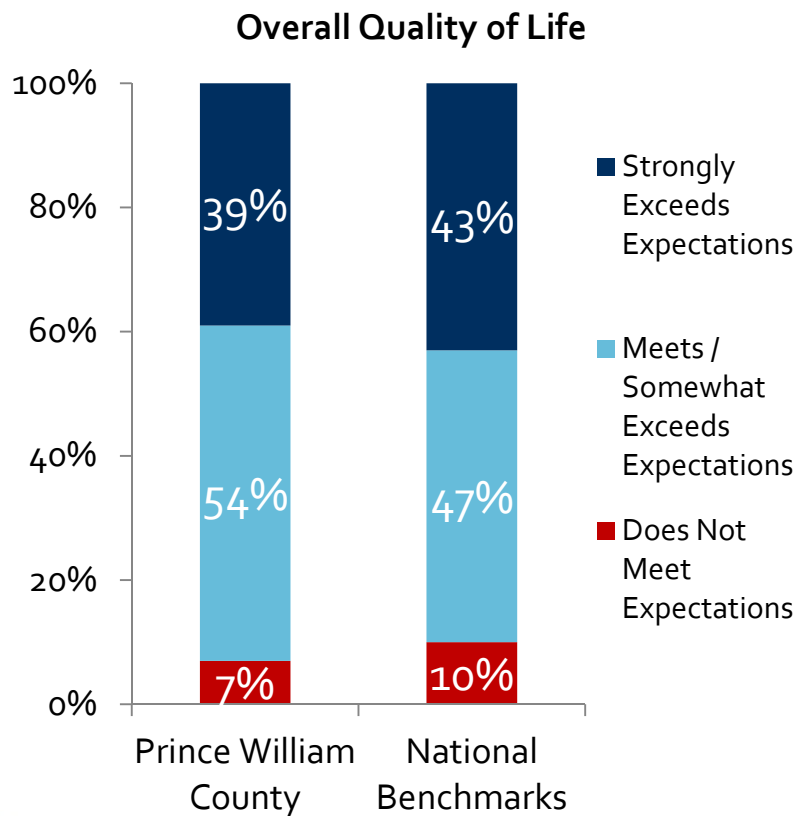


Comparability to Other Communities



Overall Quality of Life -- Benchmarked

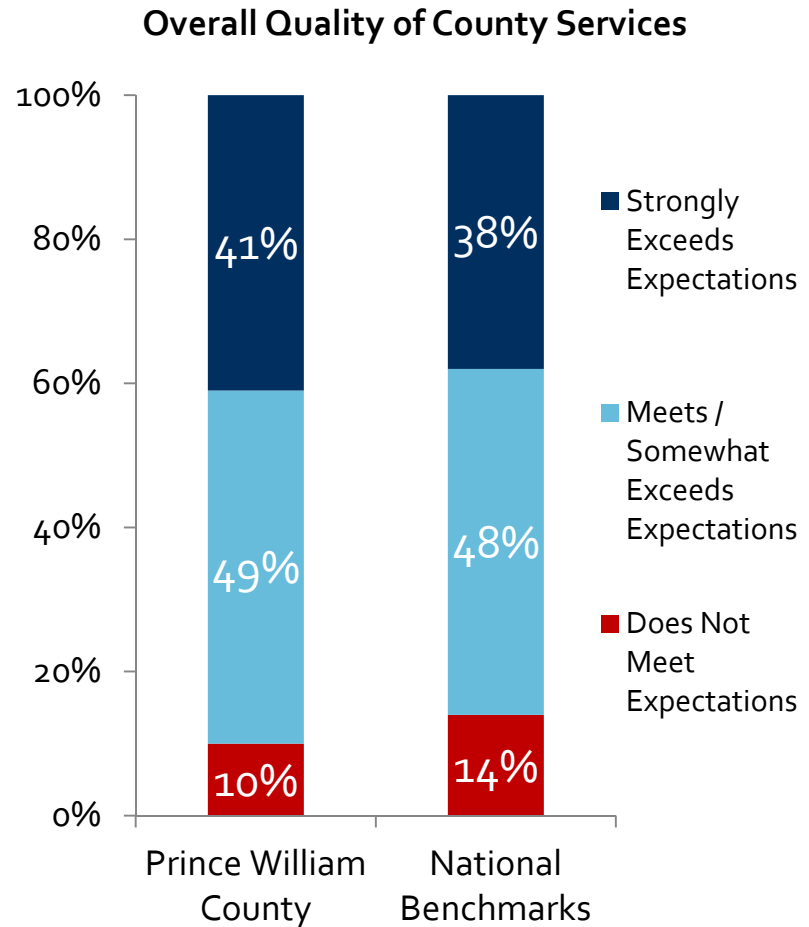
- ◆ PWC residents give ratings that are similar to national benchmarks for quality of life but rate the county lower compared to other communities



Overall Quality of County Services

- ◆ Residents generally agree that the overall quality of county services meets or exceeds their expectations and ratings are comparable to / slightly higher than national benchmarks
 - 2012 ratings comparable to 2010

	2010	2012
% Positive	92%	90%

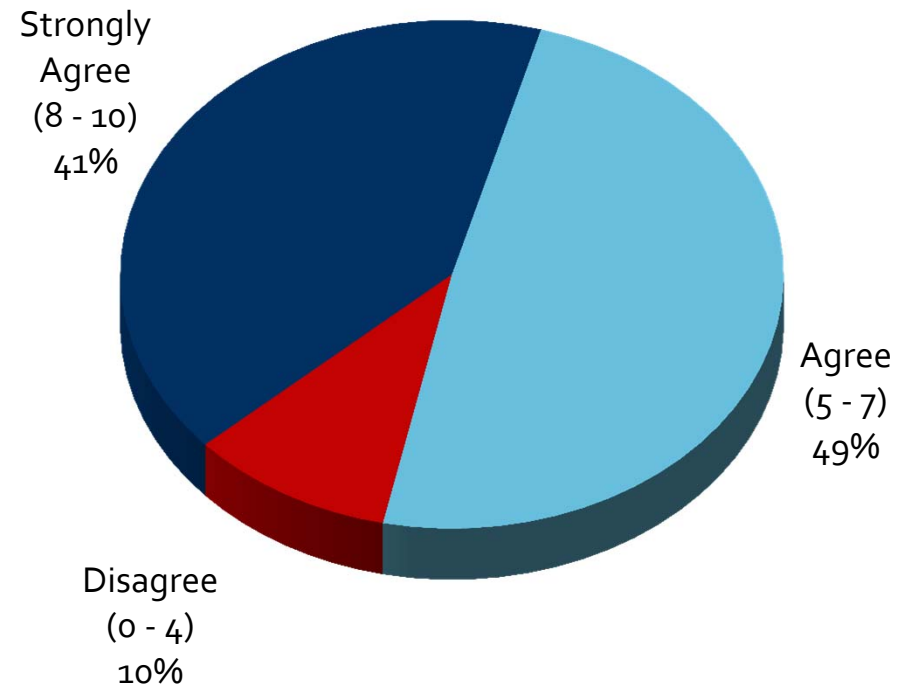


Efficient & Effective Government

- ◆ The majority of residents agree that overall the County's services are efficient and effective
 - Ratings some slightly higher than in 2010

	2010	2012
% Positive	88%	90%

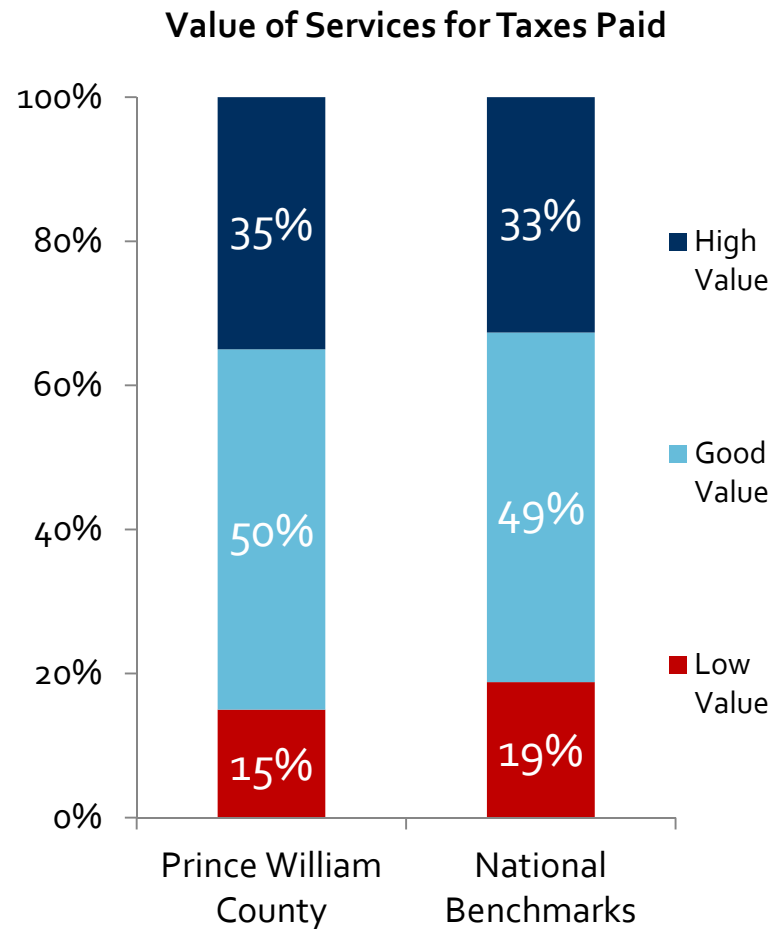
County Provides Efficient & Effective Service



Value for Tax Dollars

- ◆ The majority of county residents feel they are getting value for their tax dollars and these ratings are comparable to / slightly better than national benchmarks
 - The percentage of positive ratings for value of services for taxes paid has been steadily increasing over the years

	2005 - 2009	2010	2012
% Positive	78%	83%	85%

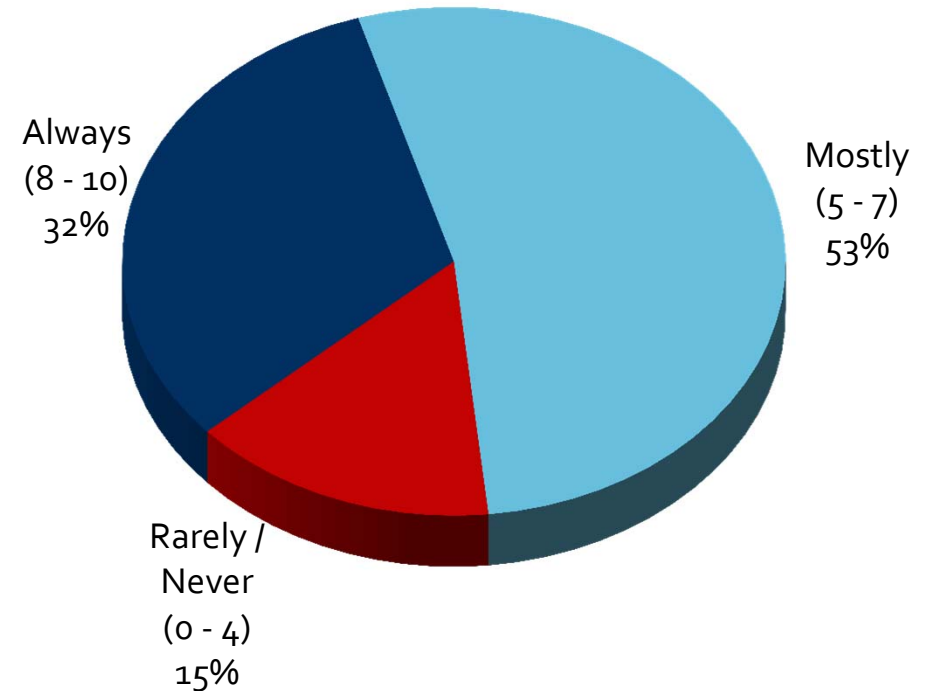


Trust County Government to Do Right Thing

- ◆ Residents' trust in government is significantly higher in 2012 compared to 2010

	2010	2012
% Positive	63%	85%

Trust County to Do Right Thing

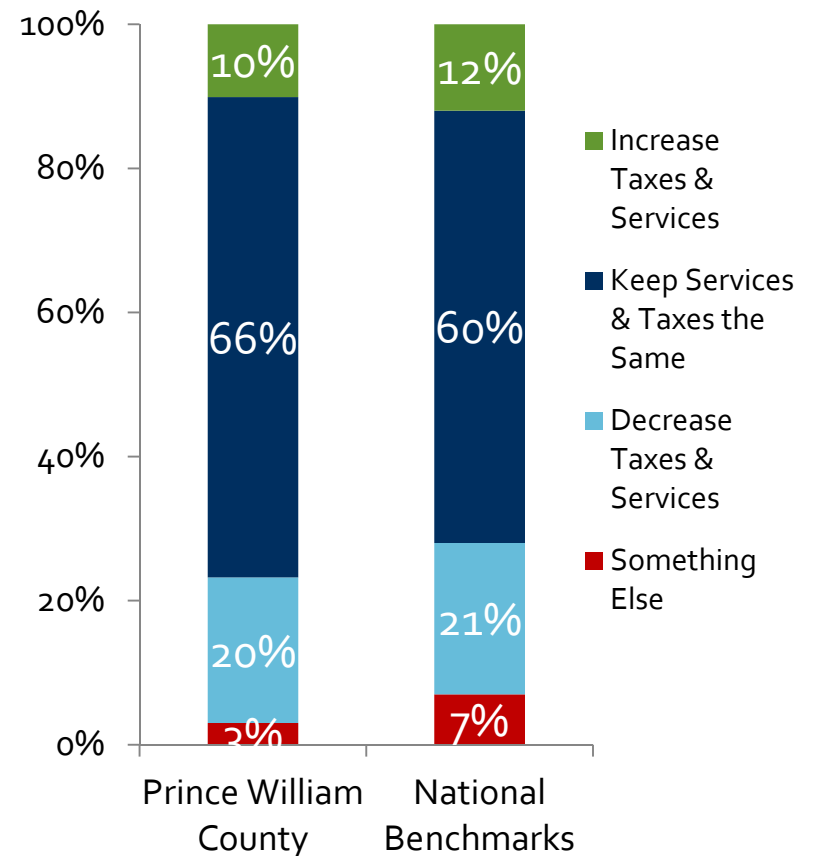


View on Taxes

- ◆ Despite the economy, the majority of residents want the county to keep both taxes and services the same

	2010	2012
Increase Taxes & Services	11%	10%
Keep Taxes & Services the Same	65%	66%
Decrease Taxes & Services	15%	20%
Something Else	10%	3%

What Should County do?





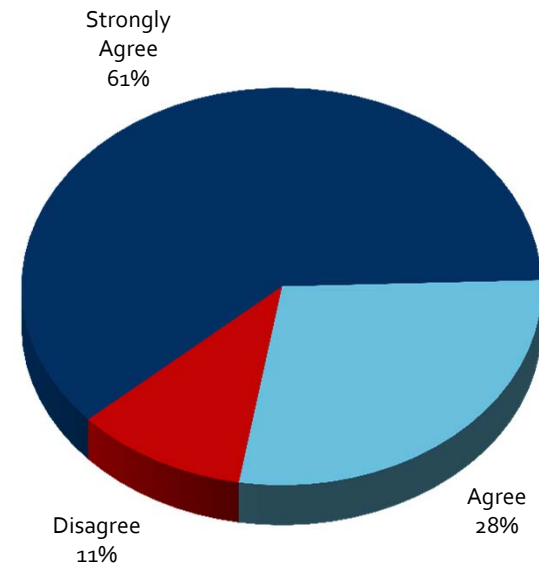
Detailed Findings

County Employees

- ◆ County employees receive very high ratings for being courteous & helpful
 - Positive ratings are significantly higher in 2012 than in 2010

	2010	2012
% Positive	82%	92%

County employees are courteous & helpful

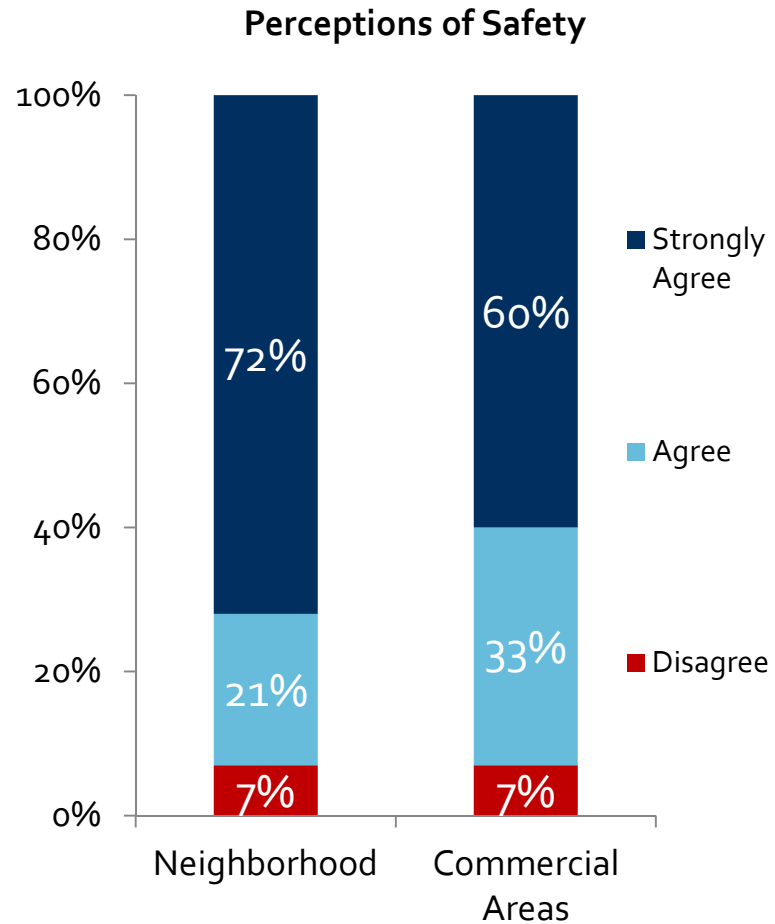


Safety

- ◆ Residents generally feel safe in Prince William County
 - Perceptions of safety are higher for their own neighborhood than in commercial areas around the county
- ◆ Ratings for neighborhood are the same as in 2010 but have improved for commercial areas

	2010*	2012
Neighborhoods	91%	93%
Commercial Areas	88%	93%

* In 2010, daytime and nighttime safety were separated. For comparison purposes ratings are average.



Public Safety

- ◆ All public safety services are given high ratings
 - Ratings are similar to previous years

2010	2012
Firefighting services are prompt and reliable	
Not asked	98%
Emergency Medical Services staff are skilled and reliable	
96%	97%
Requests for police assistance receive a prompt response	
90%	92%
Police department's overall performance meets community needs	
92%	93%
Police officers are courteous and helpful to all community members	
85%*	90%
* In 2010, question was worded police attitudes and behaviors toward citizens	

Getting Around

- ◆ While residents generally agree they can get around by car, they rate the adequacy of local bus service and the overall transportation and road system rate much lower

2010	2012
I can easily get around by car within Prince William County	
64%*	84%
I can easily get around by car throughout Northern Virginia	
41%*	75%
Local bus service between County destinations meets residents' needs	
Not asked	72%
Transportation and road systems adequately support residential and business developments	
57%	68%
* Question changed to focus on car; new question added to address transit	



Summary & Conclusions

Summary & Conclusions

- ◆ The new methodology clearly resulted in data that can provide greater insights into Prince William County strengths and weaknesses
- ◆ On the whole the County performs well—consistent with previous years and on par with national benchmarks
 - There is an opportunity for improvement by identifying those areas where residents do not feel services are comparable to other communities
- ◆ Additional analysis will provide insights into how data varies by key demographics (income, age, gender, race / ethnicity) as well as providing some further insights into possible reasons that are driving some of the major findings
 - This will enable staff to develop specific strategies for targeted improvements

2012 Community Survey Results - Sorted by Focus Area (with comparison to 2010)

10/20/2012

#	Question	2010	2012	Response Type	Focus Area
1	Prince William County (PWC) is developing a strong local economy.	--	89%	Somewhat/Strongly Agree	Community Development
2	Have you interacted with: Library	--	62%	Yes	Community Development
3	County library services meet my needs.	95%	94%	Somewhat/Strongly Agree	Community Development
4	Have you interacted with: County park(s) and/or recreation center(s)	--	60%	Yes	Community Development
5	County sports fields, pools and recreation centers meet my needs.	--	88%	Somewhat/Strongly Agree	Community Development
6	County fishing, trails, boating and green space meet my needs.	--	88%	Somewhat/Strongly Agree	Community Development
7	The visual appearance of new developments in my community reflects well on our area.	88%	85%	Somewhat/Strongly Agree	Community Development
8	My neighborhood has or is planning adequate community facilities (center, libraries, parks, etc.)	--	76%	Somewhat/Strongly Agree	Community Development
9	The County effectively manages land use and development.	69%	77%	Somewhat/Strongly Agree	Community Development
10	The County does a good job of preserving open space.	--	78%	Somewhat/Strongly Agree	Community Development
11	By enforcing zoning standards, the County has helped preserve the appearance and condition of our neighborhoods.	69%	84%	Somewhat/Strongly Agree	Community Development
12	I understand how, when and where to recycle in PWC.	--	87%	Somewhat/Strongly Agree	Community Development
13	The County effectively removes litter and illegal signage on major roads.	--	85%	Somewhat/Strongly Agree	Community Development
14	The County does a good job protecting our natural environment.	--	86%	Somewhat/Strongly Agree	Community Development
15	The County's historic sites enhance our community.	--	95%	Somewhat/Strongly Agree	Community Development
16	Local bus service between Prince William County destinations meets residents' needs.	--	72%	Somewhat/Strongly Agree	Community Development
17	Street Lighting is provided where needed in the County.	83%	81%	Somewhat/Strongly Agree	Community Development
18	I can easily get around by car within Prince William County.	64%	84%	Somewhat/Strongly Agree	Community Development
19	I can easily get around by car outside of the County, throughout Northern Virginia.	41%	75%	Somewhat/Strongly Agree	Community Development
20	Transportation and road systems adequately support residential and business developments.	57%	68%	Somewhat/Strongly Agree	Community Development
21	How would you rate the County's quality of life?	--	93%	Meets/Exceeds Expectations	County-wide
22	Compared with other communities, how would you rate Prince William County as a place to live?	96%	92%	Good/Best Place There Can Be	County-wide
23	How would you rate the overall quality of County services?	92%	90%	Meets/Exceeds Expectations	County-wide
24	To what extent would you agree that overall the County's services are efficient and effective?	88%	90%	Somewhat/Strongly Agree	County-wide
25	To what extent can you trust the County to do the right thing?	63%	85%	Always/Sometimes	County-wide
26	The County employees I have had contact with have been courteous and helpful.	82%	92%	Somewhat/Strongly Agree	County-wide
27	Which of the following comes closest to your view? Choose one: (1) Decrease both services and taxes; (2) Keep both services and taxes the same; (3) Increase both services and taxes; (4) Other (please specify). ¹	1) 15% 2) 65% 3) 11% 4) 10%	1) 20% 2) 66% 3) 10% 4) 3%	1) Decrease both 2) Keep both same 3) Increase both 4) Other	County-wide
28	I play an active role in my community.	--	81%	Somewhat/Strongly Agree	County-wide
29	To what extent are Prince William County services and facilities a fair value for your tax dollars?	83%	85%	Good/Very Good Value	County-wide

2012 Community Survey Results - Sorted by Focus Area (with comparison to 2010)

10/20/2012

#	Question	2010	2012	Response Type	Focus Area
30	I can easily access information about County programs and services that are important for me.	77%	90%	Somewhat/Strongly Agree	General Government
31	On which of the following assets do you pay taxes to PWC? Please check all that apply: (1) vehicle personal property, (2) residential property, (3) business property, (4) none of these.	--	1) 91% 2) 82% 3) 6% 4) 5%	1) Personal Property 2) Residential 3) Business 4) Other	General Government
32	Have you interacted with: Tax office	--	43%	Yes	General Government
33	Tax office employees are helpful.	87%	92%	Somewhat/Strongly Agree	General Government
34	It is easy to register to vote in PWC.	97%	97%	Somewhat/Strongly Agree	General Government
35	Voting at local polling places is quick and easy.	97%	96%	Somewhat/Strongly Agree	General Government
36	Have you interacted with: Agency on Aging	--	6%	Yes	Human Services
37	The County provides appropriate facilities and services for seniors and caregivers.	82%	89%	Somewhat/Strongly Agree	Human Services
38	The County provides appropriate facilities and services to people with mental illness and/or intellectual disability.	--	84%	Somewhat/Strongly Agree	Human Services
39	Have you interacted with: Department of Social Services	--	15%	Yes	Human Services
40	I can easily access Department of Social Services facilities and services that might be helpful to me.	--	89%	Somewhat/Strongly Agree	Human Services
41	Have you interacted with: Emergency Medical Services	--	27%	Yes	Public Safety
42	Have you interacted with: Fire Department	--	23%	Yes	Public Safety
43	Emergency Medical Services staff is skilled and reliable.	96%	97%	Somewhat/Strongly Agree	Public Safety
44	Firefighting services are prompt and reliable.	--	98%	Somewhat/Strongly Agree	Public Safety
45	Fire and Rescue's overall service performance meets community needs.	98%	98%	Somewhat/Strongly Agree	Public Safety
46	Have you interacted with: Police Department	--	47%	Yes	Public Safety
47	Police officers are courteous and helpful to all community members.	85%	90%	Somewhat/Strongly Agree	Public Safety
48	The Police Department's overall performance meets community needs.	92%	93%	Somewhat/Strongly Agree	Public Safety
49	I feel safe when I visit commercial areas.	--	93%	Somewhat/Strongly Agree	Public Safety
50	Requests for police assistance receive a prompt response.	90%	92%	Somewhat/Strongly Agree	Public Safety
51	Animal Control effectively protects citizens and animals.	--	88%	Somewhat/Strongly Agree	Public Safety
52	I feel safe in my neighborhood.	--	93%	Somewhat/Strongly Agree	Public Safety
53	During a disaster, you might be asked to stay at home for an extended period of time. For how many days would your current supply of food, water, medications and other necessary items last, if you... Had NO electrical power or running water. ¹	--	0-5 days = 64% 6-14 days = 30% 15+ days = 7%	Number of days	Public Safety
54	During a disaster, you might be asked to stay at home for an extended period of time. For how many days would your current supply of food, water, medications and other necessary items last, if you... Had electrical power and running water.	--	0-5 days = 16% 6-14 days = 52% 15+ days = 32%	Number of days	Public Safety
55	I feel safe in the County Courthouse.	97%	95%	Somewhat/Strongly Agree	Public Safety
56	High school graduates are well-prepared for work or college.	--	84%	Somewhat/Strongly Agree	Schools
57	Children are well-educated by Prince William County schools.	--	88%	Somewhat/Strongly Agree	Schools

¹Data does not sum to 100% due to rounding.