

Prince William County 2014 Community Survey

September 2014

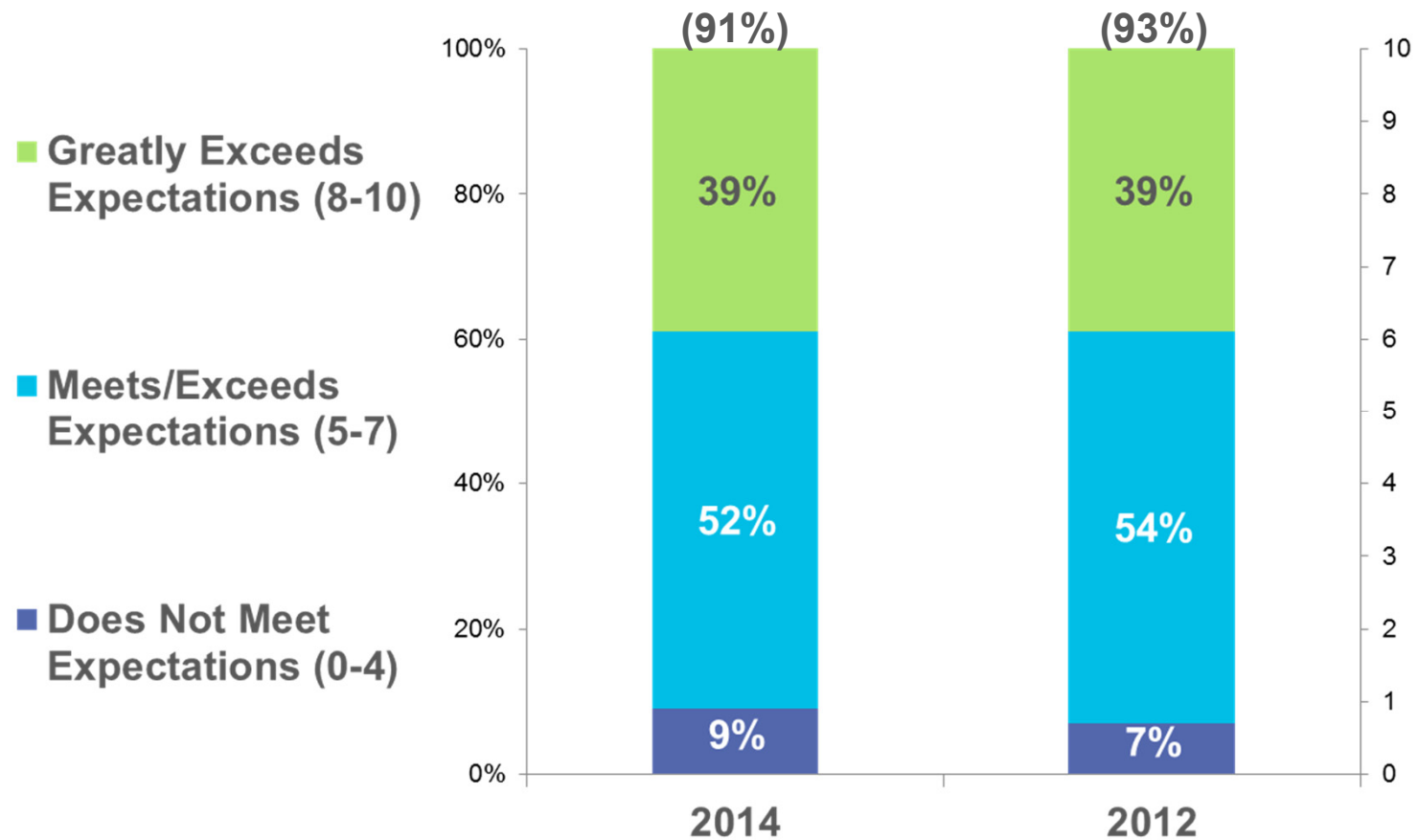
Background & Objectives

- Prince William County has conducted an annual resident survey since 1993
- Decision made to change to a biennial survey beginning in 2012
- Objectives of the community survey:
 - To measure changes in residents' opinions vs. the 2012 survey
 - To assess resident perceptions of the overall quality of life in Prince William County
 - To assess perceptions of County services
- Surveys were distributed and collected throughout June & July 2014
- A total of 1,831 surveys were completed
 - 1,355 (74%) by phone; 476 online (26%)
- Margin of error $\pm 2.3\%$ at 95% confidence level

Key Findings

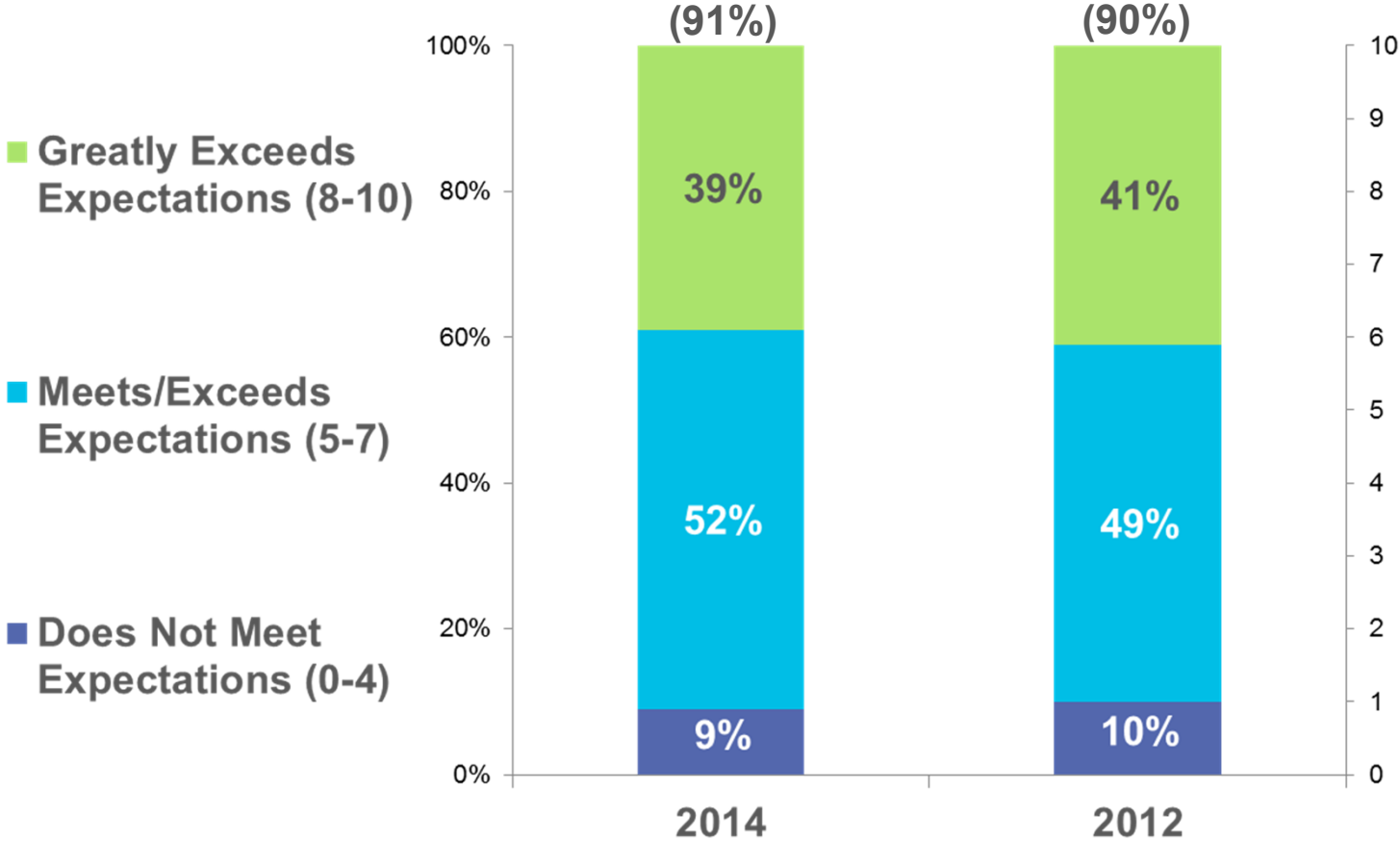
Quality of Life

- As in 2012, Prince William County residents are very positive about the quality of life in the community.



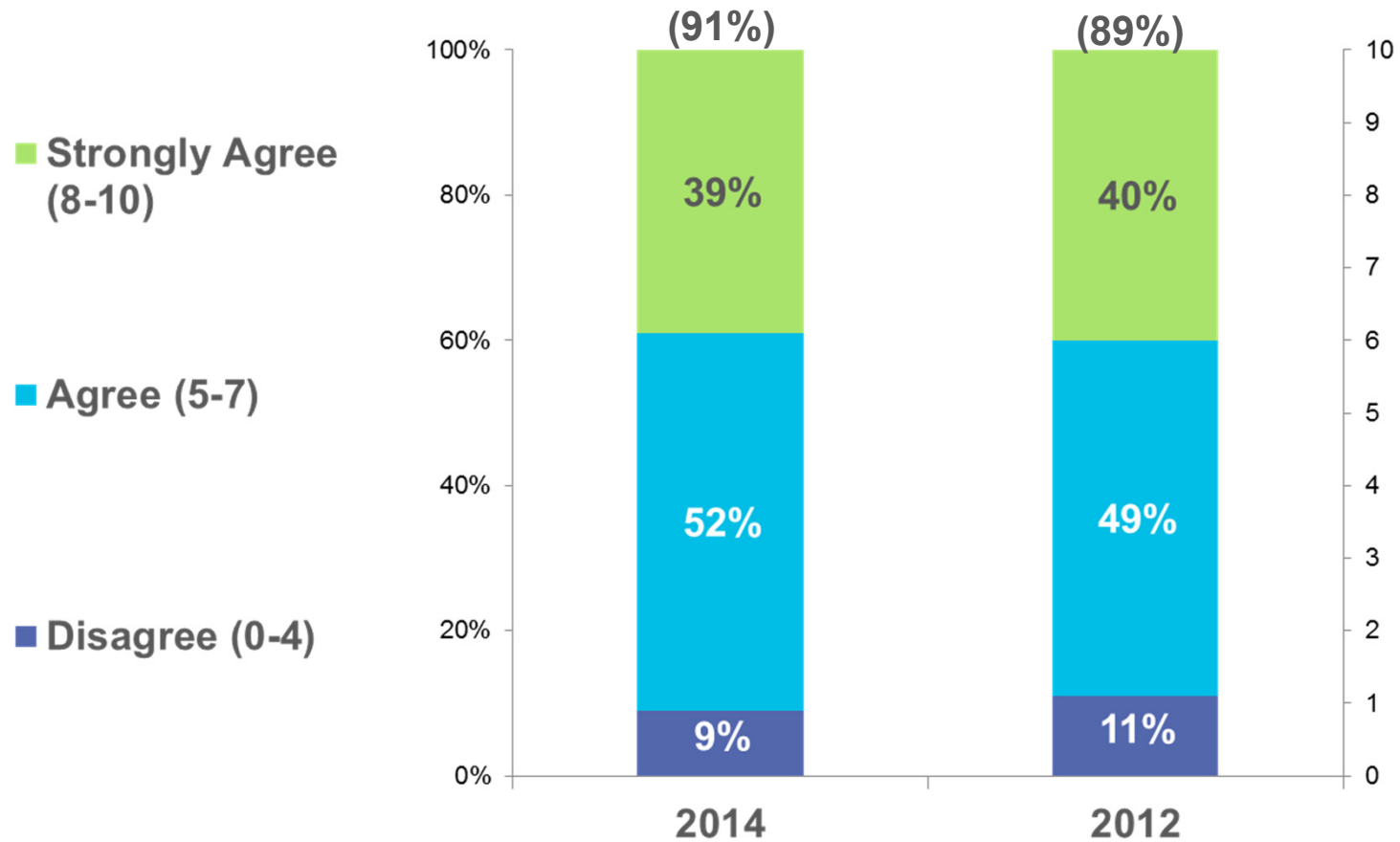
Overall Quality of County Services

- Residents agree that the overall quality of services offered by Prince William County meet or exceed their expectations.
 - This year's ratings are just slightly higher than in 2012.



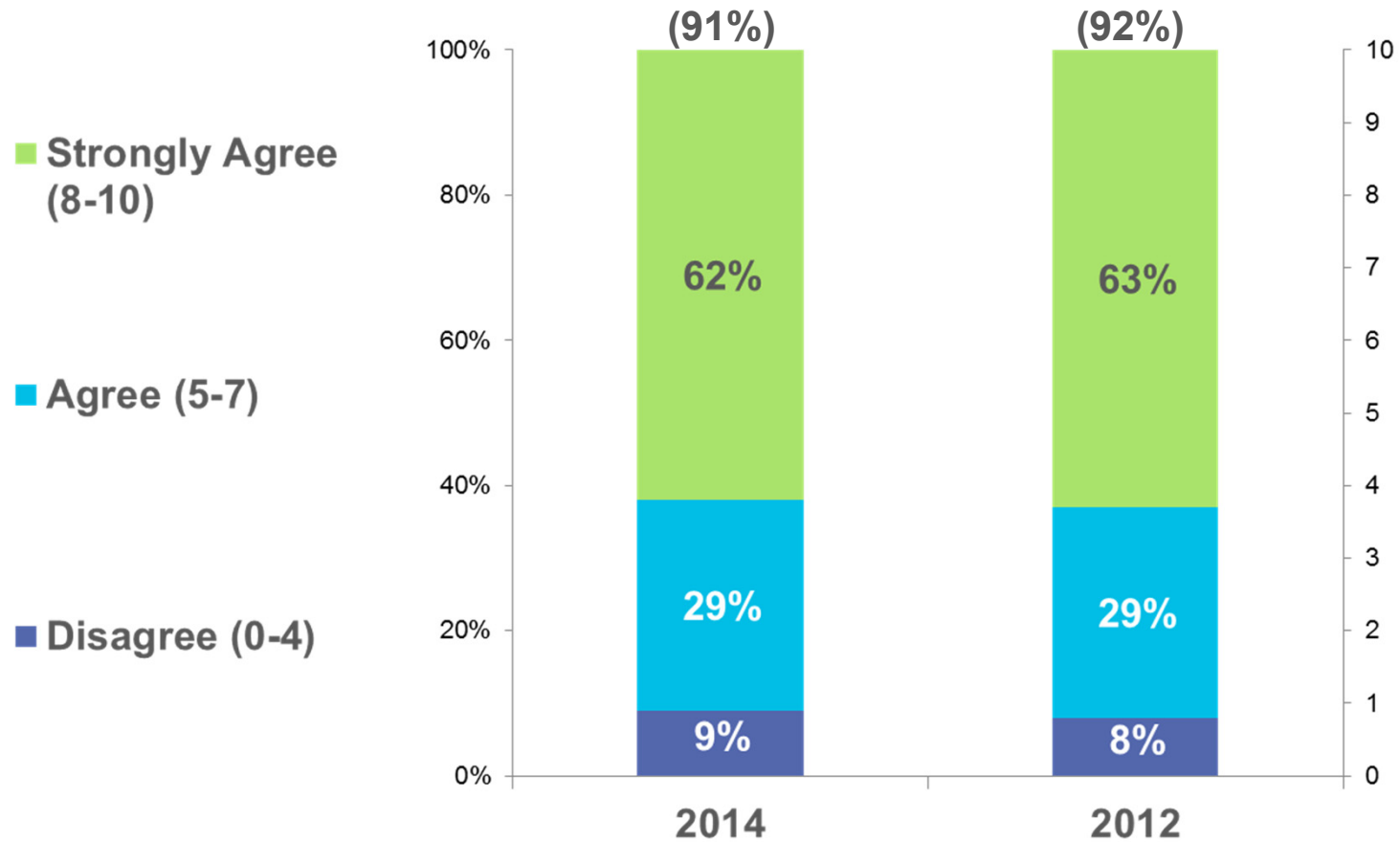
Efficient and Effective Service

- As in 2012, the vast majority (91%) of Prince William County residents agree the county provides efficient and effective service.



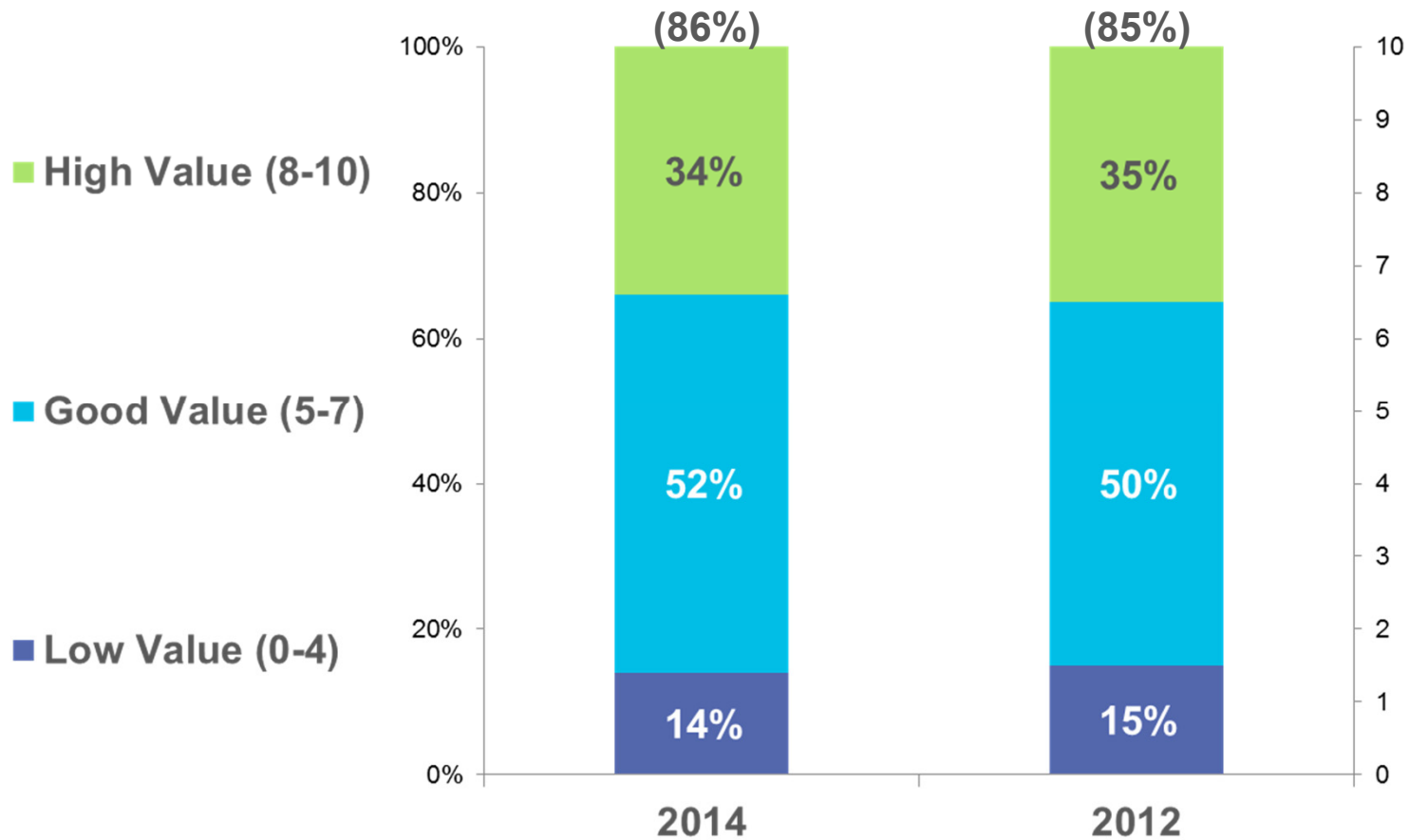
County Employees

- As in 2012, county employees receive very high ratings for being courteous & helpful.



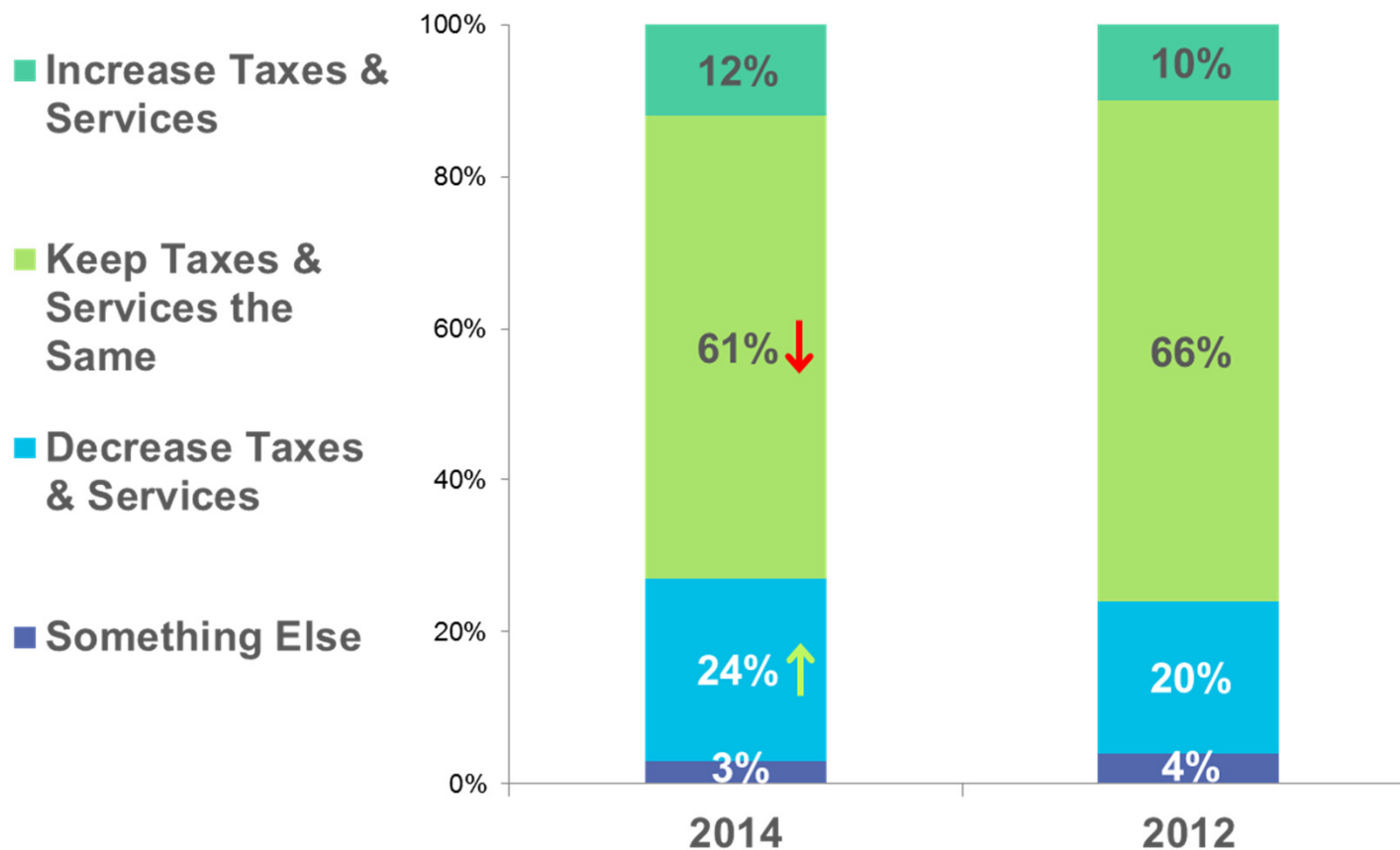
Value for Tax Dollars

- The majority of residents believe the county provides services and facilities that are a good value for their tax dollars.
 - Current (2014) value perceptions are similar to 2012 and represent the highest level ever for this question.



View on Taxes

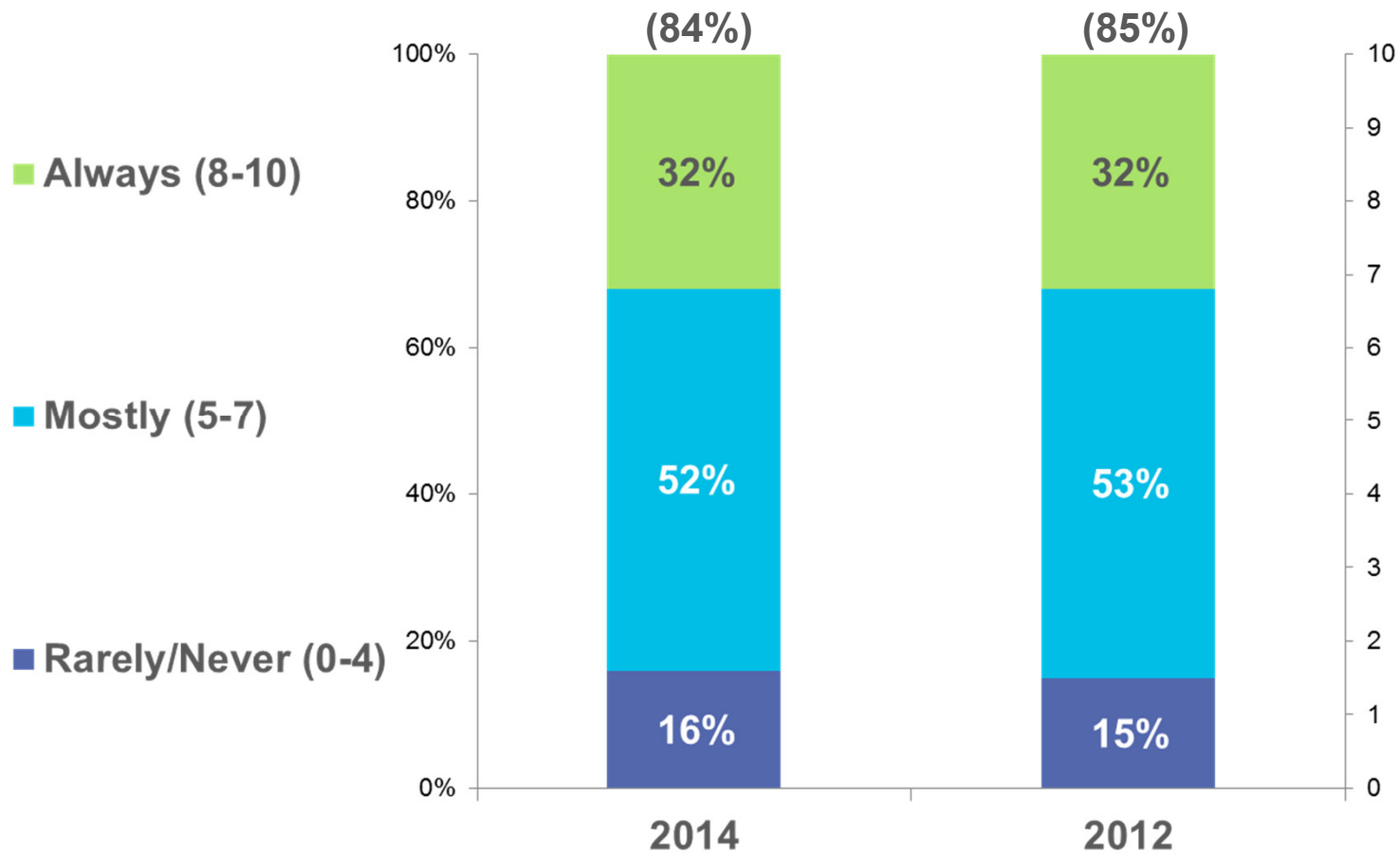
- Nearly two-thirds of residents want taxes and services to remain the same.
- In 2014, residents desiring lower taxes with the trade-off of lower services increased from 2012, as did the percent who want higher taxes and more services.



↑/↓ Indicate a statistically higher/lower score than 2012 at the 95% confidence level.

Trust the County Government to Do the Right Thing

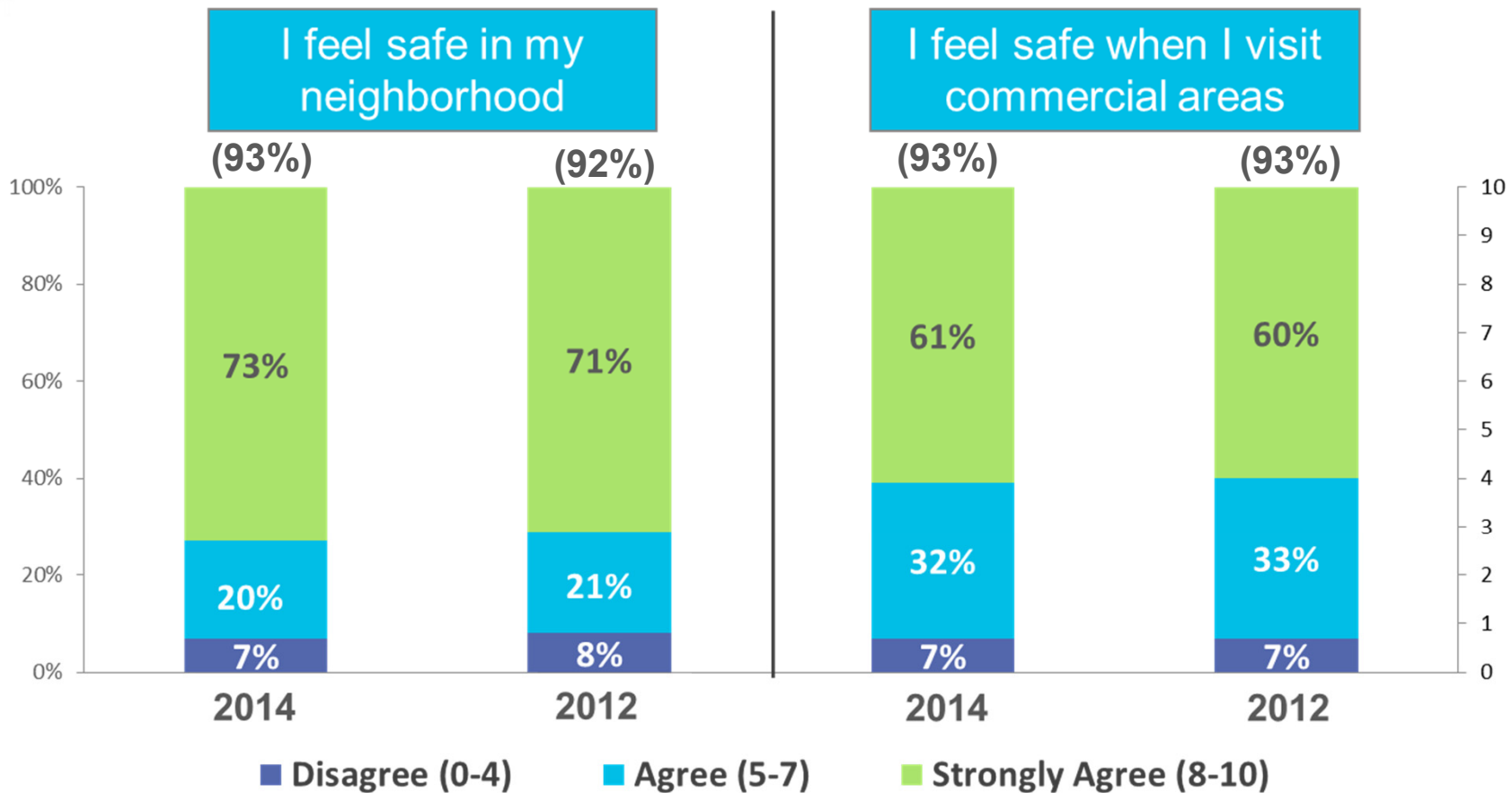
- Most (84%) residents trust the county to do the right thing.
 - Residents' current trust in the government is comparable to what it was in 2012.



Detailed Findings

Safety – Neighborhood and Commercial Areas

- As in 2012, residents feel safe in Prince William County’s neighborhoods and commercial areas.
 - Perceptions of safety are higher for their own neighborhood than in commercial areas.



Public Safety – Fire & Emergency Services

- As in 2012, firefighting services and emergency medical staff are given high ratings.

| | 2014 (% Positive) | 2012 (% Positive) |
|-------------------------------------------------------------|----------------------|----------------------|
| Fire and rescue's overall performance meets community needs | 98% | 98% |
| Emergency Medical Services staff is skilled and reliable | 98% | 97% |
| Firefighting services are prompt and reliable | 98% | 98% |

Public Safety – Police Department

- Overall, Prince William County’s police department receives very high ratings for performance, being courteous/helpful, and responding quickly to requests for police assistance.

| | 2014 (% Positive) | 2012 (% Positive) |
|--------------------------------------------------------------------|-----------------------------|-----------------------------|
| Police department’s overall performance meets community needs | 93% | 94% |
| Police Officers are courteous and helpful to all community members | 92% | 91% |
| Requests for police assistance receive a prompt response | 93% | 92% |

Public Safety – Police Department (cont'd)

- Overall, residents agree the police department treats everyone fairly, provides adequate information and crime prevention programs, and has positive attitudes and behaviors towards county residents.

| | 2014 (% Positive) |
|-------------------------------------------------------------------------------------------------|----------------------|
| *Police department treats everyone fairly regardless of race, gender, ethnic or national origin | 89% |
| *Police department provides adequate information and crime prevention programs | 90% |
| *Police department has positive attitudes and behaviors towards residents | 91% |

*Question not asked in 2012.

Transportation - Getting Around

- While residents generally agree they can easily get around by car within the county, they are less likely to agree that the transportation & road systems adequately support development. 2014 scores on both these aspects were significantly lower than 2012.
- The rating of the local bus service is largely positive and consistent with 2012.

| | 2014 (% Positive) | 2012 (% Positive) |
|--------------------------------------------------------------|----------------------|----------------------|
| I can easily get around by car in the county | 80%↓ | 84% |
| Street lighting provided where needed in county | 80% | 81% |
| Local bus services meets residents' needs | 72% | 72% |
| I can get around easily by car outside the county | 73% | 75% |
| Transportation & road systems adequately support development | 62%↓ | 68% |

• When asked what is the most important issue for the County to address, the largest number of respondents (44%) stated a traffic or transportation related item.

↑/↓ Indicate a statistically higher/lower score than 2012 at the 95% confidence level.

Summary & Conclusions

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- Overall, the County performs very well, with most current (2014) scores remaining similar to 2012.
- Residents believe Prince William County offers a very high quality of life, are satisfied with County services, and believe the services offered are effective and efficient.
- Examining the full report will provide additional insights into how data varies by region and key demographics such as income, age, ethnicity, and length of residency.
- When asked about key issues, most citizens raised the issues of transportation and infrastructure as one that needs to be addressed.

Project Overview

Focus on Outcomes

- Focus in 2012/2014 on outcomes – being the “community of choice” – rather than simply performance



- The 2014 survey used the same measurement scale as was used in 2012 to ensure easy comparisons for 2014 and beyond.

| | | | | | | | | | | |
|-----------------------------------|---|---|---|---|----------------------------|---|---|------------------------------|---|------------------------------|
| Does Not Meet Expectations at All | | | | | | | | | | Greatly Exceeds Expectations |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Does Not Meet Expectations | | | | | Meets/Exceeds Expectations | | | Greatly Exceeds Expectations | | |

*Throughout the survey, other scales follow the same format.

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 questions in the same way
 - Independent administration—reduces bias

Study Methodology

