

# City of Virginia Beach 2007 Citizens' Survey

Objective:

To learn how residents feel about their community and the services provided by the City of Virginia Beach.

Presented by:

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# Background

- Benchmark survey in 1995
- Similar q'naires – primarily satisfaction ratings
- Telephone method (Sun. - Thurs. evenings)
- Min. of 6 attempts to reach each household
- Sample size 500 adults (randomly selected)
- Margin of Error:  $\pm 1\%$  to  $\pm 4.4\%$  (worst case)

## 2007 Methodology

- 15 min. survey – Was well-received
- Calls made Oct. 30<sup>th</sup> – Nov. 28<sup>th</sup> (used CATI system)
- Highly scientific procedures
- Report incl. surveys since 1995 (most recent = 2005)
- Detailed analysis given to Dept. of Mgt. Svcs.

Participants rated their satisfaction with  
31 City services & characteristics:

**Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied**

**For simplicity: Very Satisfied + Satisfied = “Satisfied”**

Many localities define excellence as an 80% (or higher) level of satisfaction. In Virginia Beach, 21 of the 31 City services rated above the 80% threshold.

## Items With a Satisfaction Level Above 95%

	<u>% Satisfied*</u>
Fire Department	99.4%
Public libraries	98.0%
Paramedic & Rescue Squad	97.6%
911 Emergency Telephone Center	97.3%
Recreation centers	96.8%
Appearance of municipal bldgs. & facilities	96.2%
Overall appearance of the City	95.6%
Parks	95.2%

\* “Very Satisfied” + “Satisfied”

## Items With Satisfaction Between 90% and 95%

	<u>% Satisfied</u>
# of opportunities for volunteerism	94.4%
Courtesy of City employees	94.2%
Police	94.0%
Museums/aquarium/cultural activities	94.0%
Work performance of City employees	93.7%
Horticultural & Agricultural services	91.1%
City trash collection & recycling services	90.4%

# Items With Satisfaction Between 80% and 89%

	<u>% Satisfied</u>
Overall appearance of your neighborhood	89.4%
Public school system	86.2%
Drinking water & sanitary sewer services	86.0%
Public beaches	85.7%
Mental health & mental retardation svcs.	83.2%
The job opportunities in Virginia Beach*	80.2%

\*Improved since 2005.

# Items With Satisfaction Below 80%

(Issues/Areas to Address??)

	<u>% Satisfied</u>
Efforts to combat gang activity/violence	75.8%
The City's work with other area communities	75.0%
Services for needy or homeless families*	73.4%
Rain water drainage*	70.8%
Efforts to protect natural resources	64.6%
Maintenance of existing City roads & bridges	64.3%
Opportunities citizens have to share their ideas	59.0%
Planning & construction of new City roads	51.5%
Planning for residential development	50.5%
Traffic flow	36.0%

\*Improved since 2005.

## **% Using Some City Services (Past 12 Mos.)**

	<u>% Who Said “Yes”</u>
Visited a Va. Beach public library and/or used the library from home/work	81.6%
Visited a City park	79.8%
Visited a Va. Beach public beach	79.6%
Had contact with or observed Public Safety (Police, Fire, Rescue Squad)	73.4%
Went to a museum, the aquarium, or a cultural activity in Va. Beach	67.4%
Contacted the City by phone/Internet/in person	63.6%
Been to a Va. Beach rec center	58.6%
	(n=500)

# **% Who “Agreed” With Each Statement**

	<u>% Who Agree</u> **
Va. Beach is a good place to live	96.0%
For the most part, I can conveniently access City services	95.4%
My neighborhood is a safe place to live	93.2%
Va. Beach, in general, is a safe place to live	92.8%
Overall, I receive a good value for my City tax dollar	74.2%
I know how to inform the City about the way I feel on important issues	70.6%

\* “Strongly Agree” + “Agree”

## What one thing could the City do to make you a more satisfied resident?

	<u>2007</u>
I think everything is fine	8.8%
Reduce the traffic flow problems	16.8%
Lower my taxes/fees	12.2%
Improve the roads/build more/finish sooner	7.4%
Stop or minimize the growth	4.2%
Listen more to citizens/do more surveys	3.6%
Plan better for growth/development	3.2%
Create/preserve more green spaces	3.0%
Reduce crime/Enhance public safety	2.8%
We need more public transportation	2.8%
Improve the schools (more funding/smaller classes)	2.6%
More street sweeping/litter control	2.0%
Cost of living is too high (utilities/housing)	2.0%
... etc. ...	(n=500)

## 2007 Profile of Respondents

Avg. # of years lived in Va. Beach	20.0 yrs.
% who reported being homeowners	78.0%
% who reported being renters	22.0%
Avg. age (head of household)	46.3 yrs.
% who reported being registered voters	81.2%
% who are White	74.2%
% who are African American	21.2%
% who are Hispanic	1.2%
% from another ethnic background	3.4%
% with yearly household income of \$100,000+	23.4%

## T-Tests Comparing 2007 to 2005

### Nine Items Showed Significant Improvement Over 2005

- ❖ Fire Department services
- ❖ Paramedic & Rescue Squad services
- ❖ The 911 Emergency Telephone Center
- ❖ Recreation centers
- ❖ The appearance of the City's municipal bldgs./facilities
- ❖ City parks
- ❖ Job opportunities in the City
- ❖ Services for needy or homeless families
- ❖ Rain water drainage

**\*\*\*There were no significant declines since 2005!\*\*\***

## In Closing...

- Satisfaction scores were quite high, indicating that residents are quite pleased with the quality of life in Virginia Beach
- We've itemized 10 areas where additional focus may be warranted (traffic, roads, growth, drainage, gangs, etc.)
- 96% are satisfied with the appearance of the City
- 96% believe Virginia Beach is a good place to live
- 95% believe they can conveniently access City services