Agenda

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Background & Methodology
City residents have been surveyed since 1995 to determine satisfaction of City services provided, and to assess how people feel about living in Virginia Beach.

This survey is designed to meet the following objectives:

- Understand the perception of the quality of life in the City
- Quantify the satisfaction of services and programs
- Gauge perceptions of the City’s programs and services
- Understand the use of City’s resources
- Determine preferences for information delivery
Methodology & Sampling

This 2019 Citizens Survey was conducted...

• with City residents: 10/18/19 through 11/10/19.
• With 507 completed interviews.
• by telephone – utilizing two types sample:
  - Listed land lines (24,000 records).
  - Smart cells (15,300 records).
• with each interview lasted +/- 16 minutes.

Sample size ensures a 95% confidence level, sampling error of +/-4.3%

To correct for sampling variation and projectability to the population
the data are weighted on age

To obtain a representative sample quotas were set by:
• Zip Code
• Age
• Gender
Key Findings
The tradition of high satisfaction from residents continues for Virginia Beach.

Overall Satisfaction

- **AVG**: 3.3
- **Overall Satisfied**: 94%

- **Zip Code 23451 residents**: 98%
- **Residents with high school or lower education**: 97%

- **2017 (n=494)**
  - Very satisfied: 36%
  - Satisfied: 59%
  - Dissatisfied: 5%
  - Very dissatisfied: 5%

- **2019 (n=507)**
  - Very satisfied: 43%
  - Satisfied: 50%
  - Dissatisfied: 2%
  - Very dissatisfied: 5%

- **93% of residents satisfied with living in the City**
- **This result is driven by Zip Code 23451 residents at 98%**
- **This result is driven by residents with high school or lower education at 97%**
Individual services with the highest satisfaction ratings, 95%+ satisfied:

- Fire Department, 100%*
- Public Libraries or accessed library information by computer, 98%
  
  • Driven by Zip Codes: 23454, 23455, 23464
- Paramedic and Rescue Squad services, 98%
- Recreation Centers, 96%
- Parks, 95%

* 2019 Overall Satisfied actual value is 99.5%
Individual services with high satisfaction ratings, 90% - 94% satisfied:

- Museums, aquarium, cultural arts
  - Driven by Zip Codes 23451, 23455, 23456
- Horticulture and Agriculture services; includes Dam Neck Rd. Farmers Market
  - Driven by Zip Codes: 23453, 23456
- The 9-1-1 Telephone Center
  - Driven by Zip Codes: 23453, 23454, 23455, 23456, 23462
- The 3-1-1 system where you can call with a question
  - Driven by Zip Code 23454
- Overall appearance of the City
  - Driven by Zip Codes: 23453, 23454, 23455, 23456
- City efforts to utilize volunteer resources
- Police Department services
- City Emergency Management; recover from manmade/natural disasters
  - Driven by Zip Codes: 23451, 23455, 23462, 23464
- Overall appearance of neighborhood
Individual services with lower satisfaction ratings, less than 70% satisfied:

- The flow of traffic in the City
  - Driven by Zip Codes: 23462, 23464
- City efforts to address recurring flooding & effects of sea level rise
  - Driven by Zip Code 23456
- Services for needy and homeless families
  - Driven by Zip Codes: 23452, 23454
- Planning and construction of new City roads
  - Driven by Zip Codes: 23452, 23454, 23462, 23464
- Planning for residential development
  - Driven by Zip Codes: 23451, 23456
- Maintenance of existing City roads and bridges
  - Driven by Zip Codes: 23452, 23464
- Mental health and intellectual disability services
  - Driven by Zip Code: 23452
Service areas where residents report limited contact; garnering a substantial proportion of “Not Sure” responses include:

- City’s 3-1-1 system; where you can call with a question
- City’s mental health and intellectual disability services
- Services for needy and homeless families
Satisfaction with City Services cont’d

★ Satisfaction ratings remain stable with previous surveys
★ The observed changes are largely positive
★ Noteworthy rises in satisfaction from the 2017 survey are on some of the mid-range and lower ranking services:

✓ City’s efforts to address recurring flooding and effects of sea level rise, 58% (↑11%)
✓ Planning and construction of new City roads, 61% (↑6%)
✓ Planning for residential development, 68% (↑10%)
✓ The opportunity citizens have to share their ideas or opinions before the City makes important decisions, 70% (↑7%)
✓ The City’s efforts to communicate and engage residents, 76% (↑6%)
✓ Job opportunities in Virginia Beach, 81% (↑7%)
Satisfaction scores intensify from “satisfied” to “very satisfied”

- Fire Department services
- Public Libraries
- Paramedic and Rescue Squad services
- Recreation Centers
- Parks
- Horticulture and Agriculture services
- The 9-1-1 Telephone Center
- The 3-1-1 System
- Overall appearance of the City
- Police Department services
- The City’s Emergency Management efforts
- Overall appearance of your neighborhood;
- Courtesy of City employees
- Public beaches
- Trash collection and recycling
- Drinking water and waste water collection services
- The City’s public school system
- Job opportunities
- The condition of the streets in your neighborhood
- City effort to address recurring flooding and effects of sea level rise

Significant satisfaction drop from the 2017 survey:

- The City’s work with other communities to address issues impacting our region, 72% (↓6%)
Use of City Programs and Services

- Virginia Beach residents use City Programs & Services:
  - More than eight in ten residents have visited City parks (84%) or public beaches (83%)
  - Seven in ten (70%) have visited a museum, aquarium, or attended a cultural arts activity
  - Two-thirds (66%) have visited a public library or accessed information by computer
  - Roughly six in ten (61%) have been to a Recreation Center
  - Just over a half (52%) have contacted the City by phone, internet or in person
Vast majority (91%) of residents use online services
• 73% use the City website (vbgov.com) to get information on City programs, resources, and services

Other information channel resources
• 64% use TV news
• 61% utilize friends & family

Seven in ten residents, (72%) believe that the available information about City services, programs, and issues has about the right level of detail
Perceptions of Virginia Beach are positive, over nine in ten residents agree:

- Virginia Beach is a good place to live
- Their neighborhood is a safe place to live (7% ↑ from 2017)
- Virginia Beach is a safe place to live (8% ↑ from 2017)
- They can conveniently access City services
- Houses in their neighborhoods are well maintained

More than seven in ten agree:

- They receive good value for their City tax dollar
- They know how to inform the City about how they feel on important issues

This year residents are markedly more likely to agree that both the City as a whole and their neighborhoods are safe places to live.

- Most of the overall perception scores remain consistent with the 2017 survey, the positive attitudes intensified on all metrics except for congested roads
- Safety in the City overall and individual neighborhoods receive the lowest scores in Zip Code 23451
Just under one-half (48%) of residents are aware of City’s comprehensive plan that guides decisions about land use, growth, and community priorities.

Segments showing higher awareness of the plan include:

- Residents age 35+ (55%)
- Residents with at least a college degree (60%),
- Caucasian residents (54%)
- Registered voters (51%)
- Residents earning $100K+ (62%)
More than seven in ten (72%) residents would be in favor of having a referendum question included on next year’s election ballot that would assess the support for an additional tax or fees to speed up projects addressing neighborhood flooding problems.

Support is highest among the following groups:

- Female residents (76%)
- Residents age 18-34 (80%)
- Residents age 65+ (75%)
- Residents earning under $20K (79%)
- Residents earning $150K-$175K (85%)
Insights by Zip Code
Overall Satisfaction with Living in Virginia Beach

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Base</th>
<th>Satisfied</th>
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<tbody>
<tr>
<td>23451/23459</td>
<td>38</td>
<td>98%</td>
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<tr>
<td>23452</td>
<td>79</td>
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<td>23464</td>
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=denotes statistically significant difference between zip codes
Overall Appearance of Your Neighborhood

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Condition of Streets in Your Neighborhood

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The Roads I Use in Virginia Beach Are Generally Too Congested

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### My Neighborhood is a Safe Place to Live

The table below shows the percentage of respondents who agree that their neighborhood is a safe place to live, along with the base size for each zip code. A statistically significant difference is denoted by a circled percentage.

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- < 70%
- 70% - 80%
- 81% - 85%
- 86% - 90%
- 91% - 95%
- 96% - 99%
- 100%

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Virginia Beach is a Safe Place to Live

![Map showing Virginia Beach with different shades indicating different percentages of agreement.]

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Houses in My Neighborhood Are Well Maintained

### Zip Code Summary

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Support for Including Referendum Question on the Ballot

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Questions ?