



2018 NATIONAL CITIZEN SURVEY RESULTS

Vienna: A great place to live, raise kids, feel safe....

8 facets of community livability:

- safety
- mobility
- natural environment
- built environment
- economy
- recreation and wellness
- education and enrichment
- community engagement

3 pillars of community quality

- community characteristics
- governance
- participation



What does the NCS measure?

- administered by National Research Center
- 1,600 surveys mailed to randomly selected Town of Vienna addresses
- about 3% of mailed surveys were “undeliverable” – 1,559 surveys received
- 695 completed surveys returned
- 45% response rate
- approximately 4% margin of error



The Town of Vienna 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Vienna:

	Excellent	Good	Fair	Poor	Don't know
Vienna as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Vienna as a place to raise children.....	1	2	3	4	5
Vienna as a place to work.....	1	2	3	4	5
Vienna as a place to visit.....	1	2	3	4	5
Vienna as a place to retire.....	1	2	3	4	5
The overall quality of life in Vienna.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Vienna as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Vienna.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Vienna.....	1	2	3	4	5
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Vienna.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Vienna.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Vienna.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Vienna to someone who asks.....	1	2	3	4	5
Remain in Vienna for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In Vienna's downtown/commercial area during the day.....	1	2	3	4	5	6
In your neighborhood at night.....	1	2	3	4	5	6
In parks and trails within Vienna.....	1	2	3	4	5	6

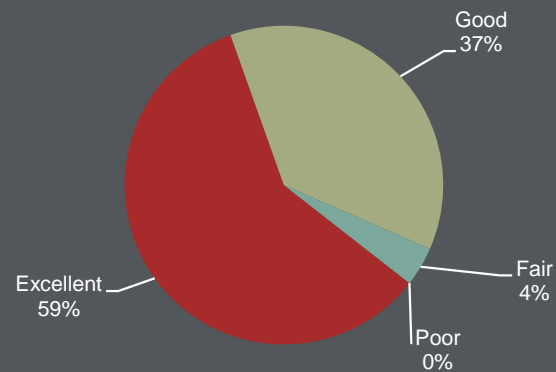
5. Please rate each of the following characteristics as they relate to Vienna as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Vienna.....	1	2	3	4	5
Ease of travel by public transportation in Vienna.....	1	2	3	4	5
Ease of travel by bicycle in Vienna.....	1	2	3	4	5
Ease of walking in Vienna.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Cleanliness of Vienna.....	1	2	3	4	5
Overall appearance of Vienna.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5

Vienna's response rate is off the charts



Vienna as a Place to Live



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

Higher Similar Lower



'You like me, you really like me!'

Percent rating positively (very/somewhat safe or excellent/good):

- overall feeling of safety: 97%
- feel safe in neighborhood: 98%
- feel safe in downtown/commercial area: 98%
- police services: 90%



Vienna feels safe

68% of respondents rated positively the value of services for taxes paid

Percent rating positively (excellent/good)

- cleanliness: 92%
- drinking water: 90%
- garbage collection: 91%
- land use, planning, and zoning: 46%
- leaf collection: 89%
- recycling: 87%
- sewer services: 90%
- yard waste pick-up: 90%



Value of services for taxes paid

Most aspects of recreation and wellness, education and enrichment, and community engagement received top marks from at least $\frac{3}{4}$ of respondents.

- attended a Town-sponsored event: 75%
- opportunities to participate in community matters: 82%
- public information: 84%
- recreation programs: 87%
- recreation centers: 90%
- special events: 91%
- Town parks: 91%
- *Vienna Voice* as a valuable source of information about Town: 96%
- visited a Town park: 90%
- welcoming citizen involvement: 69%



Vienna is an active, engaged community

Survey respondents rate the Town lower than benchmark communities in four areas:

- availability of affordable quality housing: 20%
- ease of travel by car: 42%
- traffic flow on major streets: 18%
- work inside boundaries of Vienna: 30%



It's not ALL great news

“Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low.” —
National Research Center



Across 126 categories measured by Vienna's survey, the Town scored higher than comparison communities in 65 categories, similar in 57, and lower in four.

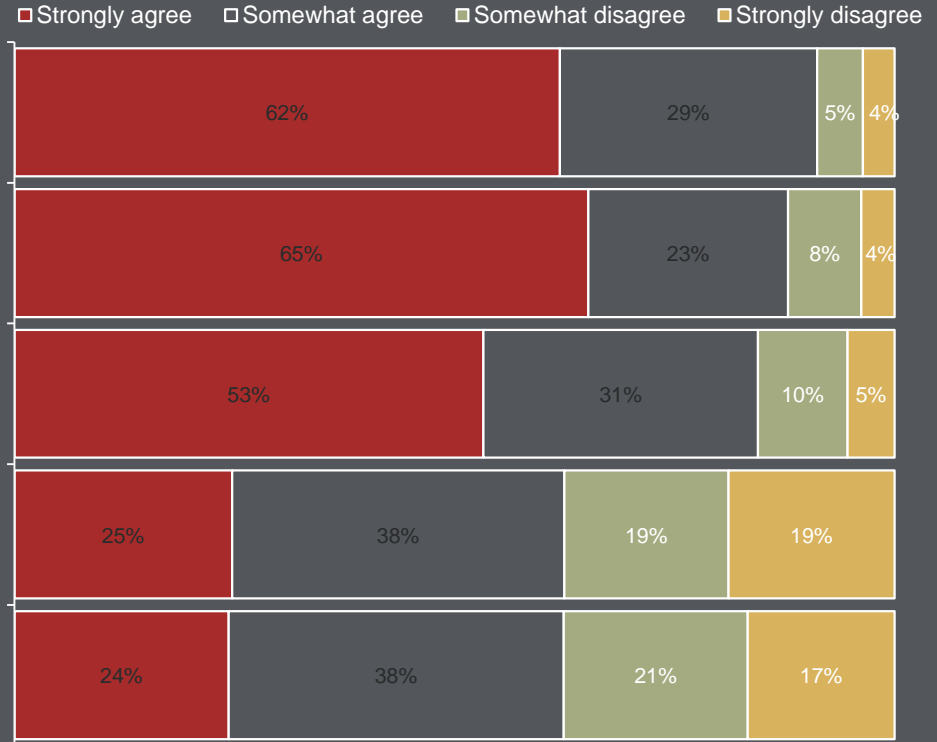
The Town scored in the top 20 among benchmark communities in 30 areas, and in 10 of those instances was ranked among top 10 communities.

What is this benchmarking all about?

56% of respondents rated overall direction that Town is taking positively



- Utility/power lines should be buried underground
- Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than four stories
- Sidewalks should be widened with landscaping and areas for outdoor seating
- New development should include a mix of commercial and residential uses
- Maple Avenue should have more retail stores and restaurants

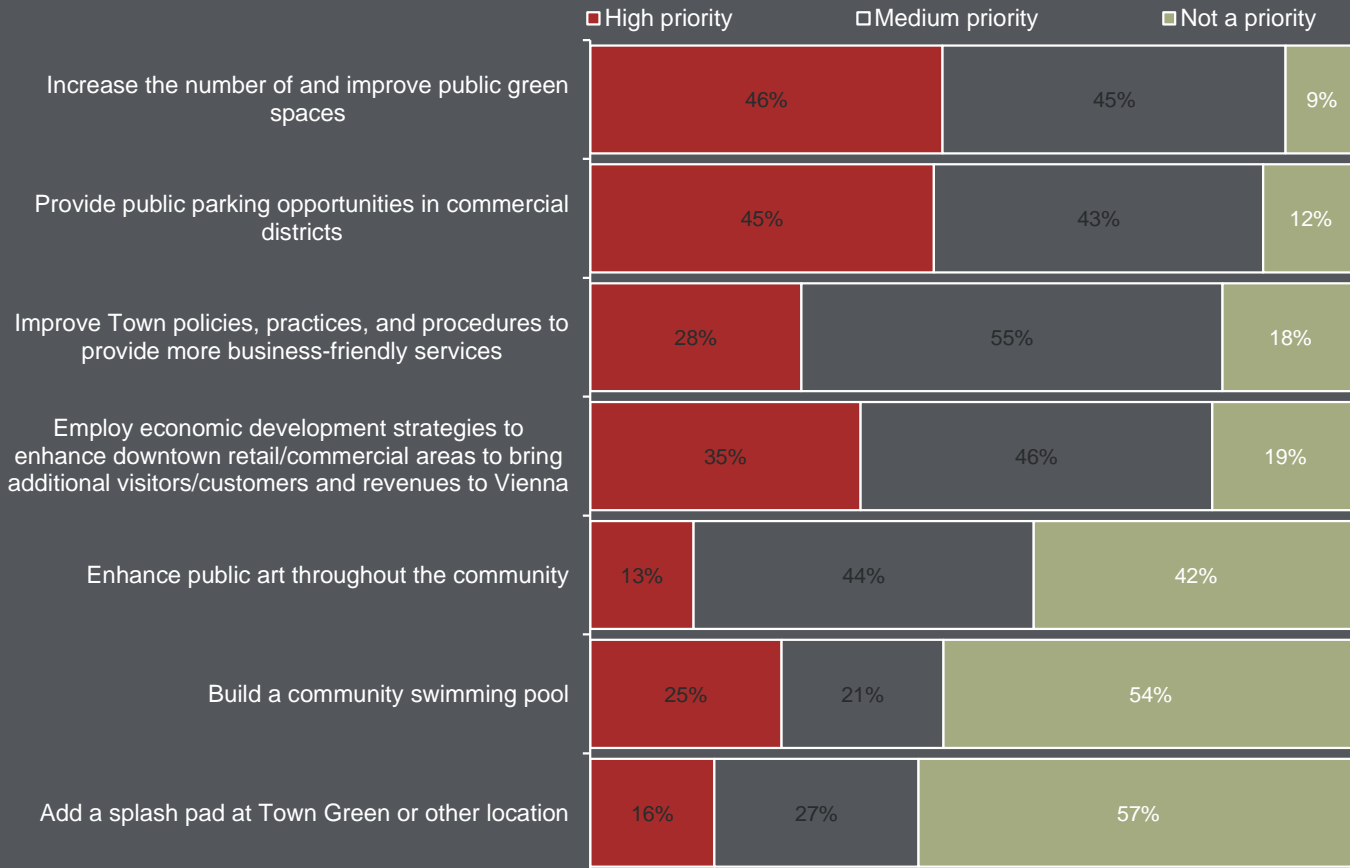


Vienna at a crossroads?

How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?



TOWN OF
VIENNA
since 1890



Community priorities

- Vienna is a great place to live and residents enjoy a strong sense of safety.
- Vienna's economy is both a valued asset and a challenge.
- Alternative transportation is a highlight of the community.
- Residents appreciate recreation, wellness, and enrichment offerings in the community.



The numbers tell a story: NRC conclusions

Communities often use survey results to:

- Envision – strategic/comprehensive plans
- Earmark – allocate or redistribute funds
- Educate – via marketing or outreach
- Engage – with individuals or in partnerships with groups
- Enact – policies
- Evaluate – needs assessment, performance measures



viennava.gov/2018citizensurvey

So what can the Town do with this information?