

2016 National Citizen Survey City of Williamsburg Results

August 11, 2016



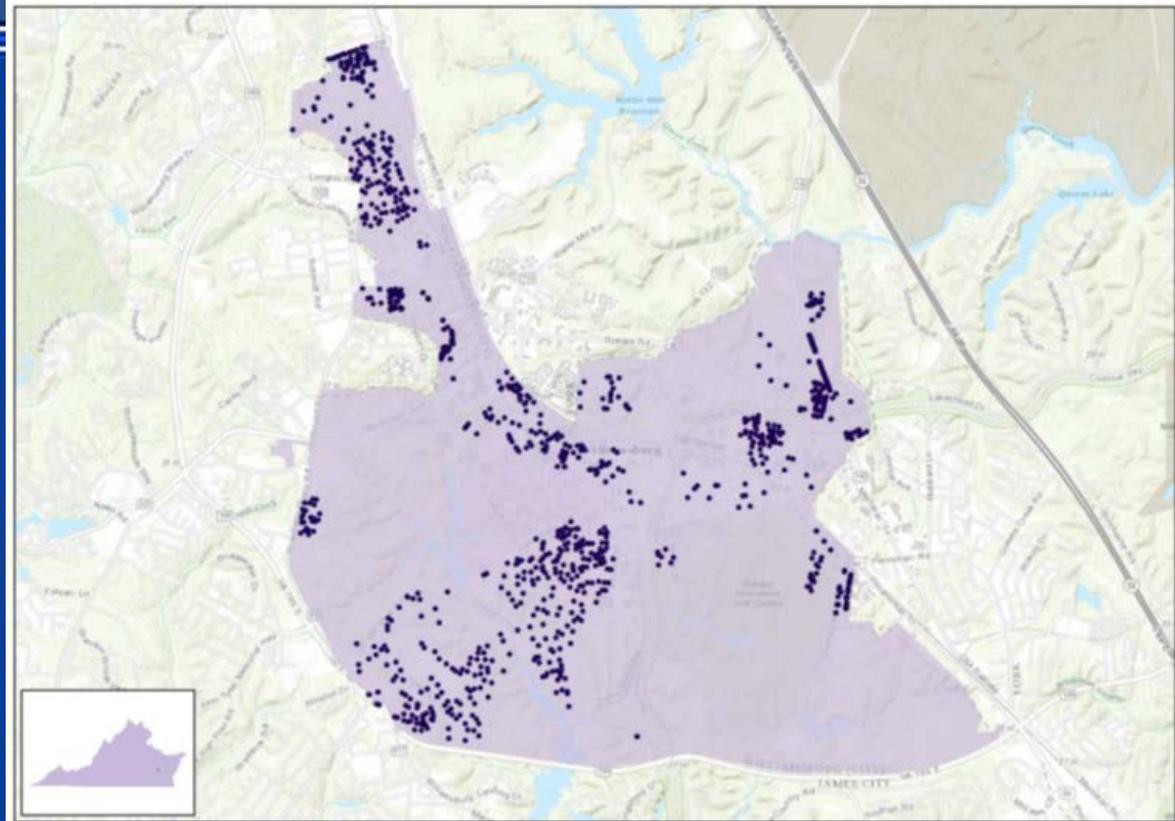
Survey Process

- Collaborative effort between the NRC and ICMA
- Statistically valid survey of resident opinions about their community and their services
- National benchmarks are included with over 500 communities participating in the survey



Survey Response

- 32% response rate (449 surveys completed)
- 5th time City participated (2008, 2010, 2012, 2014, and 2016)
- Responses weighted



Survey Recipients in Williamsburg, VA

• Survey Recipients

★ GOAL I: Character of the City ★ ★ ★ OUTCOMES ★

Protect and enhance Williamsburg's unique character as defined by its urban places, neighborhoods, commercial spaces and open spaces; and by its iconic places - the Colonial Williamsburg Historic Area and campus of the College of William and Mary.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|--|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Overall Quality of Life in Williamsburg (p.2) | 78% | 87% | 87% | 81% | 91% | ↔ | |
| Williamsburg as a place to live (p.2) | 85% | 88% | 92% | 88% | 94% | ↔ | |
| Your neighborhood as a place to live (p.2) | 76% | 81% | 78% | 79% | 83% | ↔ | |
| Recommend living in Williamsburg to someone who asks (p.6) | 80% | 84% | 90% | 83% | 85% | ↔ | |
| Overall quality of new development in Williamsburg (p.2) | 56% | 60% | 65% | 68% | 61% | ↔ | |
| Overall appearance of Williamsburg (p.2) | 88% | 91% | 92% | 93% | 89% | ↑ | |
| Cleanliness of Williamsburg (p.2) | 91% | 92% | 91% | 89% | 92% | ↑ | |
| Quality of overall natural environment (p.2) | 76% | 84% | 87% | 88% | 84% | ↔ | |
| Preservation of natural areas (p.5) | 58% | 60% | 66% | 65% | 65% | ↔ | |
| Sense of Community (p.6) | 64% | 66% | 71% | 73% | 68% | ↔ | |
| Openness and acceptance of the community towards people of diverse backgrounds (p.4) | 51% | 55% | 61% | 60% | 53% | ↔ | |
| Williamsburg as a place to raise children (p.2) | 76% | 88% | 85% | 89% | 91% | ↔ | |
| Williamsburg as a place to retire (p.2) | 87% | 89% | 88% | 86% | 88% | ↔ | |
| Overall built environment in Williamsburg (p.2) | N/A | N/A | N/A | 74% | 73% | ↔ | |
| Public places in Williamsburg (p.3) | N/A | N/A | N/A | 82% | 82% | ↑ | |



★ GOAL II: Economic Vitality ★ ★ ★ OUTCOMES ★

Increase employment opportunities, personal income growth, business success, and city revenues by supporting, promoting and diversifying the city's economic base of heritage tourism and higher education, and other development and redevelopment opportunities.

National Citizen Survey Results

| Question (Livability Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|--|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Employment opportunities (p.4) | 40% | 35% | 38% | 39% | 43% | ↔ | |
| Shopping opportunities (p.4) | 76% | 77% | 72% | 82% | 82% | ↑ | |
| Williamsburg as a place to work (p.4) | 53% | 60% | 60% | 58% | 63% | ↔ | |
| Overall quality of business and service establishments in Williamsburg (p.4) | 65% | 71% | 71% | 77% | 73% | ↔ | |
| Economic development services (p.8) | 48% | 49% | 56% | 62% | 55% | ↓ | |
| Williamsburg as a place to visit (p.4) | N/A | N/A | N/A | 93% | 89% | ↑↑ | |
| Works in city boundaries (p.7) | N/A | N/A | N/A | 54% | 55% | ↑ | |
| Overall economic health (p.4) | N/A | N/A | N/A | 66% | 68% | ↔ | |
| Vibrant downtown/commercial area (p.4) | N/A | N/A | N/A | 60% | 63% | ↔ | |
| Purchased goods or services in Williamsburg (p.8) | N/A | N/A | N/A | 98% | 99% | ↔ | |



★ GOAL III: Transportation ★

★ OUTCOMES ★

Provide an effective transportation system compatible with the future land use plan, serving pedestrians, bicyclists and motorists, and promoting the expanded use of transit and rail.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|---|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Ease of car travel in Williamsburg (p.2) | 68% | 71% | 72% | 73% | 77% | ↔ | |
| Travel by public transportation (p.2) | n/a | 44% | 51% | 39% | 41% | ↔ | |
| Ease of bicycle travel in Williamsburg (p.2) | 52% | 58% | 59% | 54% | 55% | ↔ | |
| Ease of walking in Williamsburg (p.2) | 66% | 73% | 80% | 82% | 73% | ↔ | |
| Traffic flow on major streets (p.2) | 52% | 54% | 54% | 64% | 68% | ↑ | |
| Street repair (p.4) | 61% | 64% | 58% | 53% | 67% | ↑ | |
| Street cleaning (p.4) | 75% | 74% | 77% | 69% | 79% | ↑ | |
| Street lighting (p.4) | 67% | 68% | 73% | 69% | 74% | ↔ | |
| Snow removal (p.4) | 71% | 49% | 60% | 63% | 48% | ↔ | |
| Sidewalk maintenance (p.4) | 66% | 60% | 68% | 67% | 62% | ↔ | |
| Amount of public parking | 44% | 50% | 49% | N/A | N/A | * | |
| Overall ease of travel (p.2) | N/A | N/A | N/A | 75% | 84% | ↔ | |
| Public parking (p.2) | N/A | N/A | N/A | 53% | 56% | ↔ | |
| Used public transportation instead of driving (p.5) | N/A | N/A | N/A | 28% | 29% | ↔ | |
| Carpooled instead of driving alone (p.6) | N/A | N/A | N/A | 47% | 44% | ↔ | |
| Walked or biked instead of driving (p.7) | N/A | N/A | N/A | 72% | 70% | ↑ | |



Secure an ever safer community by enabling police, fire, emergency management and judicial operations to protect and serve city residents, visitors, businesses, and historical assets.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|---|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Safety in Williamsburg's downtown/ commercial area (p.2) | 97% | 95% | 97% | 95% | 97% | ↔ | |
| Safety in your neighborhood (p.2) | 95% | 96% | 98% | 94% | 95% | ↔ | |
| Safety from property crimes | 73% | 78% | 78% | N/A | N/A | * | |
| Safety from violent crimes | 80% | 84% | 86% | N/A | N/A | * | |
| Police services (p.4) | 81% | 84% | 88% | 87% | 81% | ↔ | |
| Fire services (p.4) | 94% | 96% | 95% | 94% | 93% | ↔ | |
| EMS services (p.4) | 91% | 95% | 92% | 94% | 93% | ↔ | |
| Crime prevention services (p.4) | 80% | 86% | 84% | 78% | 82% | ↑ | |
| Fire prevention and education services (p.4) | 80% | 90% | 87% | 83% | 84% | ↔ | |
| Traffic enforcement services (p.4) | 64% | 68% | 72% | 64% | 68% | ↔ | |
| Emergency preparedness (p.4) | 68% | 78% | 73% | 74% | 75% | ↔ | |
| Overall feeling of safety (p.2) | N/A | N/A | N/A | 93% | 93% | ↔ | |
| Stocked supplies for an emergency (p.5) | N/A | N/A | N/A | 49% | 40% | ↔ | |
| Did not report a crime (p.5) | N/A | N/A | N/A | 87% | 82% | ↔ | |



★ GOAL V: Human Services & Education ★ OUTCOMES ★

Seek opportunities and implement programs that address the educational, health, social, housing, economic and workforce training needs and expectations of city residents and workers.

National Citizen Survey Results

| Question (Trends & Livability Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|--|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Educational opportunities (p.4) | 78% | 85% | 85% | 78% | 85% | ↑ | |
| Public Schools (p.3) | 68% | 78% | 83% | 79% | 81% | ↔ | |
| Availability of affordable quality health care (p.3) | 50% | 55% | 64% | 72% | 72% | ↑ | |
| Availability of affordable quality food (p.3) | N/A | 72% | 67% | 71% | 77% | ↔ | |
| Availability of preventive health services (p.3) | 52% | 60% | 66% | 73% | 76% | ↔ | |
| Health and wellness services (p.37) | 65% | 73% | 78% | N/A | N/A | * | |
| Availability of affordable quality child care/ preschool (p.3) | 28% | 35% | 48% | 53% | 56% | ↔ | |
| Services to seniors | 75% | 79% | 79% | N/A | N/A | * | |
| Services to youth | 50% | 55% | 58% | N/A | N/A | * | |
| Services to low-income people | 37% | 42% | 49% | N/A | N/A | * | |
| Availability of affordable quality housing (p.3) | 20% | 30% | 38% | 36% | 36% | ↔ | |
| Variety of housing options (p.3) | 36% | 42% | 53% | 53% | 48% | ↔ | |
| Health and Wellness (p.3) | N/A | N/A | N/A | 77% | 78% | ↔ | |
| Mental Health Care (p.3) | N/A | N/A | N/A | 58% | 57% | ↔ | |
| Adult education (p.3) | N/A | N/A | N/A | 66% | 80% | ↑ | |
| Ate 5 portions of fruits and vegetables (p.7) | N/A | N/A | n/a | 88% | 88% | ↔ | |
| Participated in moderate or vigorous physical activity (p.7) | N/A | N/A | N/A | 86% | 88% | ↔ | |
| In very good to excellent health (p.7) | N/A | N/A | N/A | 63% | 67% | ↔ | |



★ GOAL VI: Recreation & Culture

★ OUTCOMES ★

Add to the quality and availability of cultural and recreational facilities and programming, as might be typically available only in larger communities, to meet the needs and expectations of city residents and visitors.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|---|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Recreational opportunities (p.3) | 73% | 73% | 71% | 75% | 70% | ↔ | |
| City Parks (p.6) | 87% | 91% | 87% | 92% | 88% | ↔ | |
| Recreation programs and classes (p.6) | 73% | 87% | 84% | 79% | 71% | ↔ | |
| Recreation centers and facilities (p.6) | 74% | 88% | 83% | 81% | 73% | ↔ | |
| Public library services (p.6) | 91% | 94% | 94% | 93% | 96% | ↑ | |
| Opportunities to attend cultural activities (p.3) | 64% | 72% | 76% | 79% | 74% | ↑ | |
| Availability of paths and walking trails (p.2) | 54% | 62% | 69% | 70% | 67% | ↔ | |
| Fitness opportunities (p.3) | N/A | N/A | N/A | 73% | 72% | ↔ | |
| Used Williamsburg recreation centers (p.7) | N/A | 55% | 38% | 52% | 49% | ↔ | |
| Visited a City park (p.7) | N/A | 86% | 84% | 82% | 79% | ↔ | |
| Used Williamsburg public libraries (p.7) | N/A | 84% | 82% | 74% | 74% | ↔ | |



★ GOAL VII: Environmental Sustainability ★ OUTCOMES ★

Build an evermore sustainable and healthy city pursuing multiple strategies for conservation and restoration, and providing essential environmental services related to drinking water, waste water, stormwater and solid waste.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|---|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| Sewer services (p.5) | 86% | 82% | 88% | 87% | 89% | ↔ | |
| Drinking water (p.5) | 64% | 73% | 73% | 78% | 76% | ↔ | |
| Storm drainage (p.5) | 67% | 70% | 72% | 67% | 72% | ↔ | |
| Yard waste pick-up (p.5) | 80% | 76% | 82% | 78% | 73% | ↔ | |
| Recycling (p.5) | 74% | 80% | 81% | 71% | 73% | ↔ | |
| Garbage collection (p.5) | 91% | 79% | 90% | 87% | 85% | ↔ | |
| Open space (p.5) | N/A | N/A | N/A | 67% | 64% | ↔ | |
| Utility billing (p.5) | N/A | N/A | N/A | 76% | 77% | ↔ | |
| Conserved water (p.7) | N/A | N/A | N/A | 83% | 78% | ↔ | |
| Made home more energy efficient (p.7) | N/A | N/A | N/A | 74% | 70% | ↔ | |
| Recycled at home (p.7) | N/A | 81% | 86% | 86% | 85% | ↔ | |



★ GOAL VIII: Citizen Engagement/City Governance OUTCOMES ★

Continuously improve the effectiveness of city government and its partnership with the people who live, work, and visit here to fulfill Williamsburg's vision for the future.

National Citizen Survey Results

| Question (Trends Report page number) | Percent Rated Positive * | | | | | National Benchmark ** | Trendline |
|---|--------------------------|------|------|------|------|-----------------------|-------------|
| | 2008 | 2010 | 2012 | 2014 | 2016 | 2016 | 2008 - 2016 |
| The value of services for the taxes paid to Williamsburg (p.4) | 76% | 73% | 75% | 73% | 71% | ↑ | |
| The overall direction that Williamsburg is taking (p.4) | 55% | 60% | 65% | 66% | 59% | ↔ | |
| The job Williamsburg government does at welcoming citizen involvement (p.4) | 62% | 62% | 63% | 56% | 53% | ↔ | |
| Overall image or reputation of Williamsburg (p.2) | 85% | 87% | 93% | 87% | 88% | ↑ | |
| Opportunities to participate in community matters (p.4) | 68% | 71% | 77% | 71% | 69% | ↔ | |
| Opportunities to volunteer (p.4) | 80% | 88% | 87% | 83% | 81% | ↔ | |
| Public information services (p.8) | 76% | 80% | 84% | 76% | 75% | ↔ | |
| Knowledge of city employees | 90% | 83% | 87% | N/A | N/A | * | |
| Responsiveness of city employees | 91% | 77% | 82% | N/A | N/A | * | |
| Courtesy of city employees | 91% | 85% | 85% | N/A | N/A | * | |
| Overall impression of city employees (p.4) | 91% | 79% | 82% | 82% | 82% | ↔ | |
| Services provided by city (p.4) | 75% | 82% | 86% | 83% | 83% | ↔ | |
| Confidence in City government (p.4) | N/A | N/A | N/A | 62% | 64% | ↑ | |
| Acting in the best interest of Williamsburg (p.4) | N/A | N/A | N/A | 62% | 63% | ↔ | |
| Being honest (p.4) | N/A | N/A | N/A | 67% | 64% | ↔ | |
| Treating all residents fairly (p.4) | N/A | N/A | N/A | 62% | 60% | ↔ | |



Fulfilling City's Vision

| | <u>2010</u> | <u>2012</u> | <u>2014</u> | <u>2016</u> |
|--|-------------|-------------|-------------|-------------|
| • Williamsburg is a safe, beautiful, livable city | 97% | 97% | 96% | 93% |
| • Overall, the City is fulfilling its vision | 78% | 87% | 81% | 93% |
| • City government is cohesively led, financially strong and always improving | 74% | 78% | 77% | 87% |
| • Williamsburg operates in full partnership with the people who live, work, and visit here | 65% | 77% | 69% | 77% |



NCS Conclusions

- Williamsburg residents continue to enjoy a high quality of life.
- Residents identified Economy and Safety as main focus areas looking forward.
- Education and enrichment is a positive feature of Williamsburg.

