

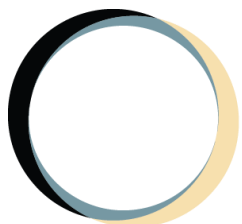


THE NCSTM
The National Citizen SurveyTM

Albemarle County, VA

Comparisons by Geographic Subgroups

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by geographic area.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between area are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (375 completed surveys). For each area (urban ring, other developed areas and rural areas), the margin of error rises to approximately plus or minus 10 percentage points since sample sizes were approximately 104 for urban ring, 146 for other developed areas and 125 for rural areas. Notable differences between areas included the following:

- Within Community Characteristics, residents in the urban ring were less likely to report an overall feeling of safety in Albemarle County and feeling safe in their neighborhood during the day than residents who lived in other areas. These residents were also more likely to rate opportunities to participate in social events and activities and neighborliness of residents in Albemarle County lower than residents in other developed areas and rural areas.
- Residents in rural areas tended to give lower ratings for general aspects of Governance such as the value of services for the taxes paid to Albemarle County, the overall direction that Albemarle County is taking and generally acting in the best interest of the community than residents in other developed areas and rural areas. Residents living in the urban ring were less likely to give positive ratings to aspects of Safety, including police, fire and ambulance/EMS services and crime prevention than their counterparts.
- Residents living in rural areas and other developed areas tended to have higher rates of participation than those living in the urban ring for certain aspects of Participation, including remaining in Albemarle County for the next five years, contacting Albemarle County, recycling at home, making efforts to make their homes more energy efficient and using Albemarle County libraries and their services. Residents living within the urban ring used public transportation more frequently and were less likely to have observed a code violation.
- Residents in the urban ring were more likely to rate bus service, bicycle paths and preschools as important services for the County to provide and were also more likely to support paying higher taxes for those services than residents in other developed areas and rural areas.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
The overall quality of life in Albemarle County	90%	95%	97%	94%
Overall image or reputation of Albemarle County	87%	91%	91%	89%
Albemarle County as a place to live	95%	92%	99%	95%
Your neighborhood as a place to live	74%	94%	96%	87%
Albemarle County as a place to raise children	93%	97%	92%	94%
Albemarle County as a place to retire	77%	83%	83%	81%
Overall appearance of Albemarle County	85%	88%	89%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall feeling of safety in Albemarle County	82%	90%	95%	89%
In your neighborhood during the day	86%	95%	94%	91%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall ease of getting to the places you usually have to visit	65%	65%	52%	61%
Traffic flow on major streets	32%	40%	35%	36%
Ease of public parking	42%	40%	32%	38%
Ease of travel by car in Albemarle County	50%	57%	57%	55%
Ease of travel by public transportation in Albemarle County	33%	21%	16%	25%
Ease of travel by bicycle in Albemarle County	36%	25%	20%	27%
Ease of walking in Albemarle County	50%	45%	36%	45%
Availability of paths and walking trails	67%	60%	52%	60%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Quality of overall natural environment in Albemarle County	87%	94%	95%	92%
Air quality	76%	89%	88%	84%
Cleanliness of Albemarle County	79%	88%	81%	83%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall "built environment" of Albemarle County (including overall design, buildings, parks and transportation systems)	66%	56%	60%	61%
Public places where people want to spend time	69%	78%	77%	74%
Variety of housing options	38%	62%	48%	49%
Availability of affordable quality housing	25%	32%	25%	28%
Overall quality of new development in Albemarle County	51%	60%	54%	55%

Table 6: Community Characteristics - Economy

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall economic health of Albemarle County	75%	81%	79%	78%
Albemarle County as a place to work	71%	71%	78%	73%
Albemarle County as a place to visit	78%	92%	91%	87%
Employment opportunities	49%	48%	41%	46%
Shopping opportunities	68%	62%	75%	68%
Cost of living in Albemarle County	30%	20%	17%	23%
Overall quality of business and service establishments in Albemarle County	73%	73%	76%	74%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Health and wellness opportunities in Albemarle County	82%	91%	95%	89%
Fitness opportunities (including exercise classes and paths or trails, etc.)	73%	82%	65%	74%
Recreational opportunities	70%	79%	66%	72%
Availability of affordable quality food	69%	75%	75%	73%
Availability of affordable quality health care	76%	82%	73%	77%
Availability of preventive health services	77%	85%	81%	81%
Availability of affordable quality mental health care	56%	54%	55%	55%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall opportunities for education and enrichment	89%	93%	90%	90%
Availability of affordable quality child care/preschool	41%	53%	55%	49%
K-12 public education	84%	90%	80%	85%
Adult educational opportunities	75%	84%	78%	79%
Opportunities to attend cultural/arts/music activities	81%	86%	78%	82%
Opportunities to participate in religious or spiritual events and activities	81%	84%	87%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Opportunities to participate in social events and activities	65%	82%	74%	73%
Opportunities to volunteer	81%	88%	82%	84%
Opportunities to participate in community matters	73%	80%	81%	78%
Openness and acceptance of the community toward people of diverse backgrounds	51%	66%	59%	58%
Neighborliness of residents in Albemarle County	50%	71%	63%	61%

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Table 10: Governance - General

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Percent rating positively (e.g., excellent/good)				
Albemarle County	81%	79%	82%	81%
The value of services for the taxes paid to Albemarle County	46%	58%	38%	48%
The overall direction that Albemarle County is taking	60%	48%	41%	50%
The job Albemarle County government does at welcoming citizen involvement	46%	55%	47%	49%
Overall confidence in Albemarle County government	47%	49%	35%	44%
Generally acting in the best interest of the community	57%	50%	40%	50%
Being honest	49%	50%	43%	48%
Treating all residents fairly	39%	59%	40%	46%
Overall customer service by Albemarle County employees (police, receptionists, planners, etc.)	64%	74%	68%	69%
Public schools	82%	89%	85%	85%
The Federal Government	38%	43%	47%	42%
State of Virginia	56%	65%	59%	60%

Table 11: Governance - Safety

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Percent rating positively (e.g., excellent/good)				
Police services	74%	87%	85%	82%
Fire services	85%	100%	97%	94%
Ambulance or emergency medical services	83%	96%	91%	90%
Crime prevention	62%	74%	80%	72%
Fire prevention and education	71%	85%	82%	80%
Animal control	67%	61%	68%	65%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	68%	65%	57%	63%

Table 12: Governance - Mobility

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Percent rating positively (e.g., excellent/good)				
Traffic enforcement	45%	70%	71%	61%
Street lighting	42%	52%	58%	50%
Bus or transit services	47%	48%	51%	48%

Table 13: Governance - Natural Environment

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Percent rating positively (e.g., excellent/good)				
Garbage collection	70%	87%	73%	77%
Recycling	60%	79%	67%	69%
Drinking water	71%	82%	78%	77%
Preservation of natural areas such as open space, farmlands and greenbelts	62%	74%	73%	70%
Albemarle County open space	65%	76%	70%	70%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Storm drainage	67%	69%	56%	65%
Sewer services	80%	89%	78%	83%
Utility billing	56%	71%	52%	61%
Land use, planning and zoning	42%	48%	48%	46%
Code enforcement (weeds, abandoned buildings, etc.)	50%	44%	49%	47%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Economic development	56%	53%	55%	55%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
County parks	78%	88%	86%	84%
Recreation programs or classes	80%	85%	81%	82%
Recreation centers or facilities	72%	84%	80%	79%
Health services	84%	86%	84%	85%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Public library services	86%	92%	85%	88%
County-sponsored special events	55%	71%	62%	62%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Public information services	60%	73%	68%	67%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Sense of community	57%	74%	64%	65%
Recommend living in Albemarle County to someone who asks	91%	96%	98%	95%
Remain in Albemarle County for the next five years	76%	90%	90%	85%
Contacted Albemarle County (in-person, phone, email or web) for help or information	25%	49%	39%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Was NOT the victim of a crime	90%	94%	93%	92%
Did NOT report a crime	87%	80%	87%	84%
Stocked supplies in preparation for an emergency	22%	36%	52%	35%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Walked or biked instead of driving	44%	49%	20%	39%
Carpooled with other adults or children instead of driving alone	37%	50%	44%	44%
Used bus, rail, subway or other public transportation instead of driving	28%	11%	5%	15%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Recycle at home	54%	80%	85%	72%
Made efforts to make your home more energy efficient	60%	71%	79%	69%
Made efforts to conserve water	79%	84%	84%	82%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
NOT under housing cost stress	59%	76%	78%	70%
Did NOT observe a code violation	74%	59%	61%	65%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Purchase goods or services from a business located in Albemarle County	95%	98%	100%	97%
Economy will have positive impact on income	24%	30%	25%	27%
Work in Albemarle County	69%	62%	61%	64%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Used Albemarle County recreation centers or their services	51%	58%	55%	55%
Visited a neighborhood park or County park	80%	81%	77%	80%
Eat at least 5 portions of fruits and vegetables a day	85%	91%	94%	90%
Participate in moderate or vigorous physical activity	79%	93%	93%	88%
Reported being in "very good" or "excellent" health	63%	80%	76%	73%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Used Albemarle County public libraries or their services	56%	78%	67%	67%
Participated in religious or spiritual activities in Albemarle County	57%	67%	53%	59%
Attended a County-sponsored event	44%	59%	44%	49%
Volunteered at a public school	21%	33%	15%	24%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Campaigned or advocated for an issue, cause or candidate	22%	25%	24%	24%
Contacted Albemarle County elected officials (in-person, phone, email or web) to express your opinion	14%	21%	20%	18%
Volunteered your time to some group/activity in Albemarle County	52%	63%	44%	54%
Participated in a club	35%	47%	32%	38%
Talked to or visited with your immediate neighbors	86%	99%	95%	93%
Done a favor for a neighbor	78%	93%	79%	84%
Attended a local public meeting	18%	33%	20%	24%
Read or watch local news (via television, paper, computer, etc.)	78%	83%	75%	79%
Vote in local elections	71%	96%	89%	85%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Overall feeling of safety in Albemarle County	87%	92%	89%	89%
Overall ease of getting to the places you usually have to visit	86%	75%	80%	81%
Quality of overall natural environment in Albemarle County	88%	77%	80%	82%
Overall "built environment" of Albemarle County (including overall design, buildings, parks and transportation systems)	80%	68%	79%	75%
Health and wellness opportunities in Albemarle County	75%	76%	76%	76%
Overall opportunities for education and enrichment	85%	76%	75%	79%
Overall economic health of Albemarle County	90%	93%	88%	91%
Sense of community	77%	76%	69%	74%

Table 29: Question 14

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Do you consider recycling to be an important service for County residents?	97%	98%	96%	97%

Table 30: Question 15

	Area			Overall
	Urban ring	Other developed areas	Rural areas	
The McIntire Recycling Center currently provides a "do it yourself" separation of recyclables by type (aluminum, cardboard, glass, etc.). If a "do it yourself" source separation recycling center was conveniently located, how likely would you be to bring your recyclables to the center?	75%	68%	68%	70%

Table 31: Question 17

How important, if at all, are the following services for Albemarle County to provide? (Percent rating as "essential" or "very important").	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Trails	66%	57%	56%	60%
Sidewalks	85%	75%	76%	79%
Bus service	83%	58%	65%	69%

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How important, if at all, are the following services for Albemarle County to provide? (Percent rating as "essential" or "very important").	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Preservation of the rural areas	78%	76%	76%	77%
Bicycle paths	71%	57%	59%	63%
Preschools	81%	68%	69%	73%

Table 32: Question 18

Please indicate to what extent you would support or oppose paying higher taxes for the following services: (Percent rating as "strongly support" or "somewhat support").	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Trails	65%	57%	62%	62%
Sidewalks	84%	66%	67%	73%
Bus service	81%	58%	62%	67%
Preservation of the rural areas	78%	67%	66%	71%
Bicycle paths	68%	56%	58%	61%
Preschools	85%	65%	67%	73%

Table 33: Question 19

Please rate how important, if at all, you think it is for Albemarle County Public Schools to focus on each of the following in the coming two years: (Percent rating as "essential" or "very important").	Area			Overall
	Urban ring	Other developed areas	Rural areas	
Student performance	90%	92%	84%	89%
Student to teacher/educator ratio	91%	90%	87%	89%
Professional development for instructional staff	84%	79%	82%	82%
Modern, efficient and well-maintained classrooms, schools and school grounds	87%	86%	77%	84%
Enrichment opportunities like art, music, field trips and sports	81%	83%	80%	82%
Parent involvement	84%	87%	83%	85%
Special education/needs class	82%	81%	80%	81%