



ALBEMARLE COUNTY, VA 2011



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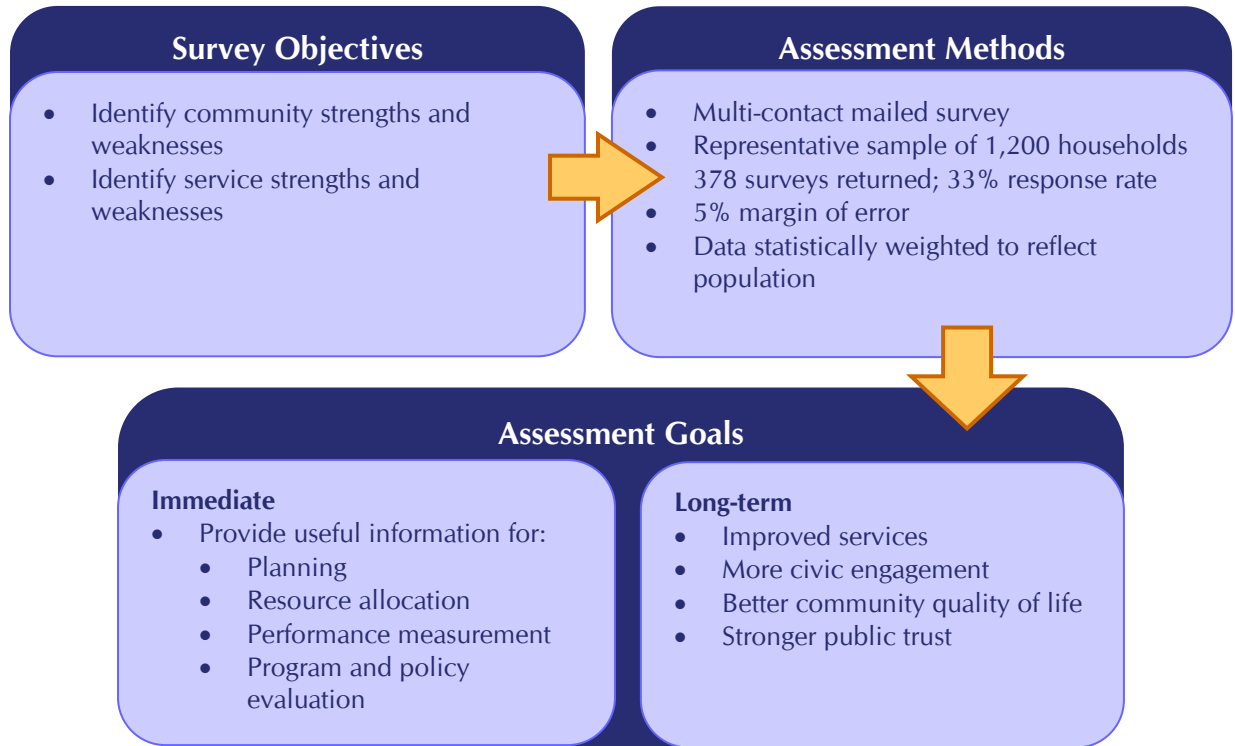
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 378 completed surveys were obtained, providing an overall response rate of 33%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Albemarle County was developed in close cooperation with local jurisdiction staff. Albemarle County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Albemarle County staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results, the option to complete the survey online and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the Albemarle County Survey (378 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Albemarle County, but from Albemarle County services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Albemarle County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Select university communities and peer localities). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Albemarle County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Albemarle County results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Albemarle County's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of Albemarle County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in Albemarle County and believed the County was a good place to live. The overall quality of life in Albemarle County was rated as “excellent” or “good” by 90% of respondents. A majority reported they plan on staying in Albemarle County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were the overall image or reputation of Albemarle County, the overall appearance of Albemarle County, quality of the overall natural environment, and educational opportunities. The four characteristics receiving the least positive ratings were ease of rail travel, the availability of affordable quality child care, ease of bus travel and ease of bicycle travel in Albemarle County.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 19 were above the national benchmark comparison, three were similar to the national benchmark comparison and nine were below.

Residents in Albemarle County were somewhat civically engaged. About one third had attended a meeting of local elected public officials or other local public meeting in the previous 12 months. A majority had volunteered their time to some group or activity in Albemarle County, which was much higher than the national benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by Albemarle County as “good” or “excellent.” This was similar to the benchmarks. Those residents who had interacted with an employee of Albemarle County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to a majority of local government services. County services rated were able to be compared to the benchmark database. Of the 41 services for which comparisons were available, 26 were above the benchmark comparison, 11 were similar to the benchmark comparison and four were below.

A Key Driver Analysis was conducted for Albemarle County which examined the relationships between ratings of each service and ratings of Albemarle County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Albemarle County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Road repair
- Land use, planning and zoning
- Public schools

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: road repair and land use, planning and zoning. For public schools, Albemarle County was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Albemarle County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Albemarle County. Residents were asked whether they planned to move soon or if they would recommend Albemarle County to others. Intentions to stay and willingness to make recommendations provide evidence that Albemarle County offers services and amenities that work.

Most of Albemarle County’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

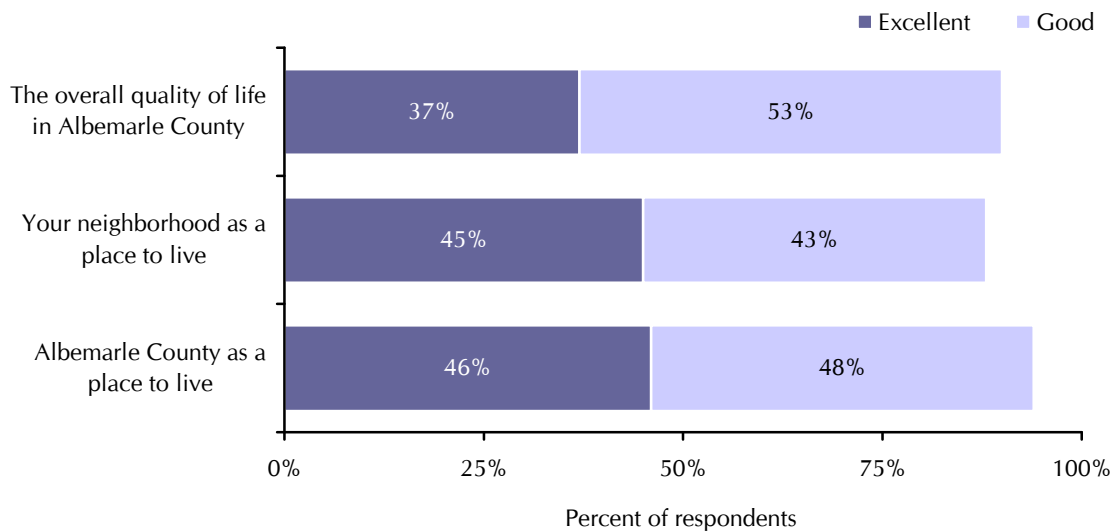


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

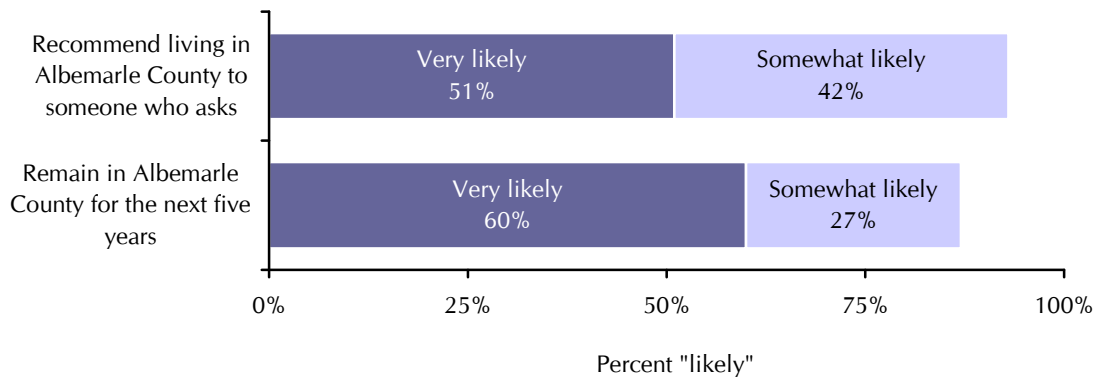


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Select university communities comparison
The overall quality of life in Albemarle County	Much above	Much above
Your neighborhood as a place to live	Much above	Much above
Albemarle County as a place to live	Much above	Much above
Remain in Albemarle County for the next five years	Above	Much above
Recommend living in Albemarle County to someone who asks	Much above	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by the availability of paths of walking trails. These ratings tended to be lower than or similar to the benchmarks.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

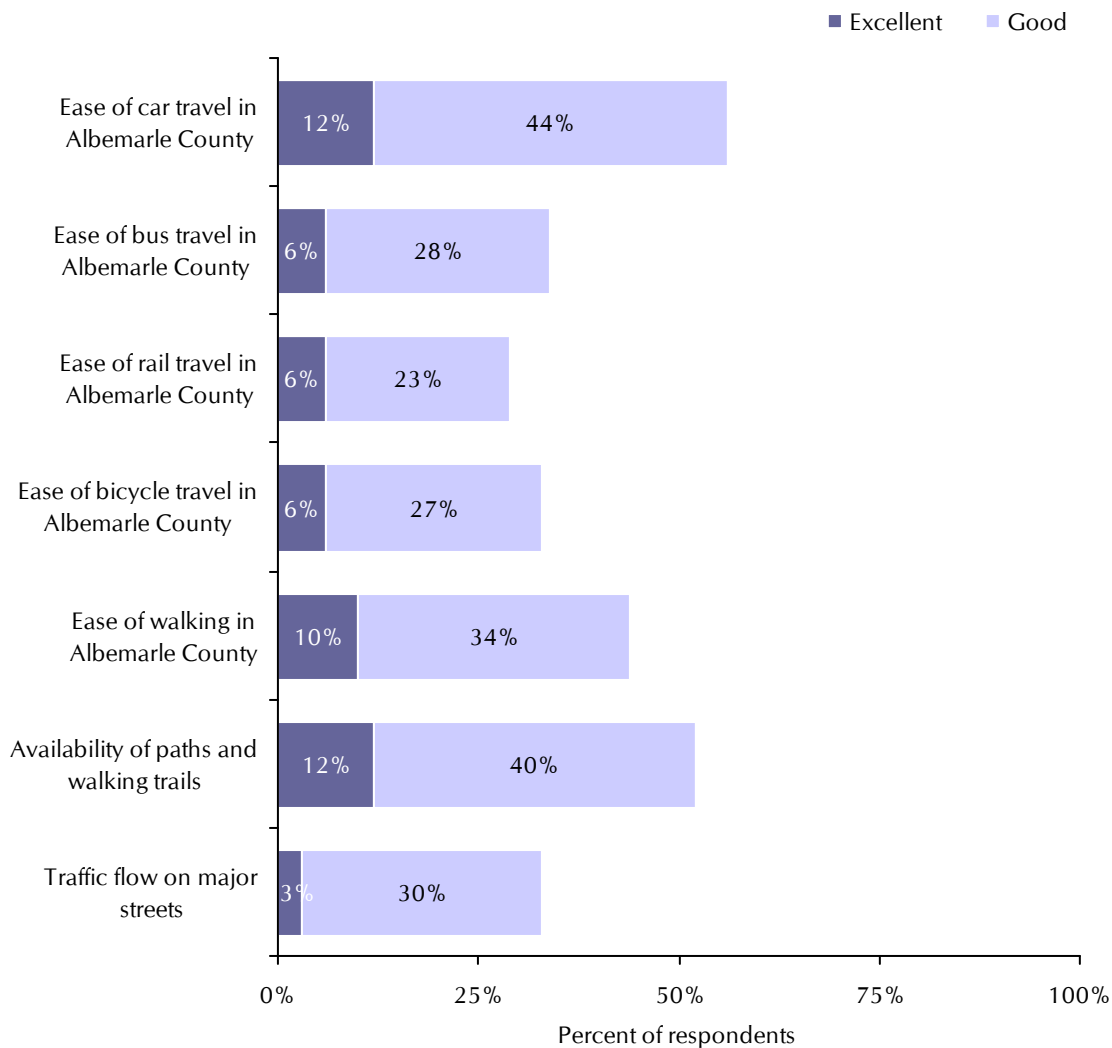


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Ease of bus travel in Albemarle County	Much below	Much below
Ease of rail or subway travel in Albemarle County	Much below	Not available
Ease of car travel in Albemarle County	Similar	Similar
Ease of walking in Albemarle County	Much below	Much below
Ease of bicycle travel in Albemarle County	Much below	Much below
Availability of paths and walking trails	Below	Similar
Traffic flow on County roads	Much below	Similar

Four transportation services were rated in Albemarle County. As compared to most communities across America, ratings tended to be a mix of positive and negative.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

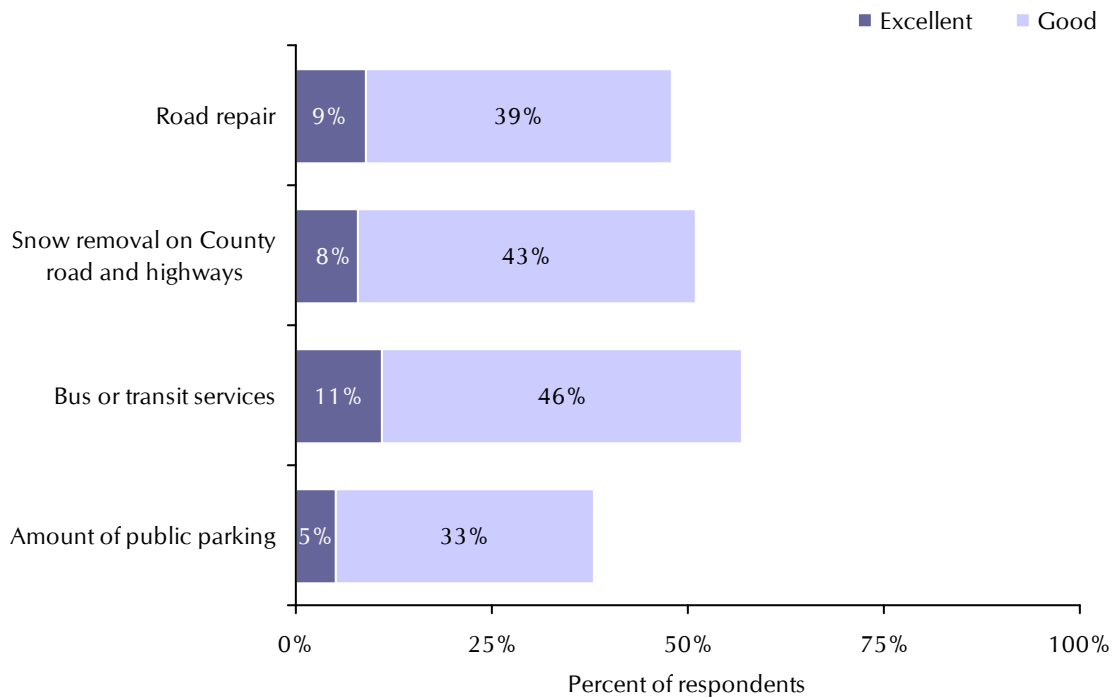


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Road repair	Similar	Above
Snow removal on County roads and highways	Much below	Below
Bus or transit services	Similar	Much below
Amount of public parking	Much below	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit, 2% by bicycle and 3% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

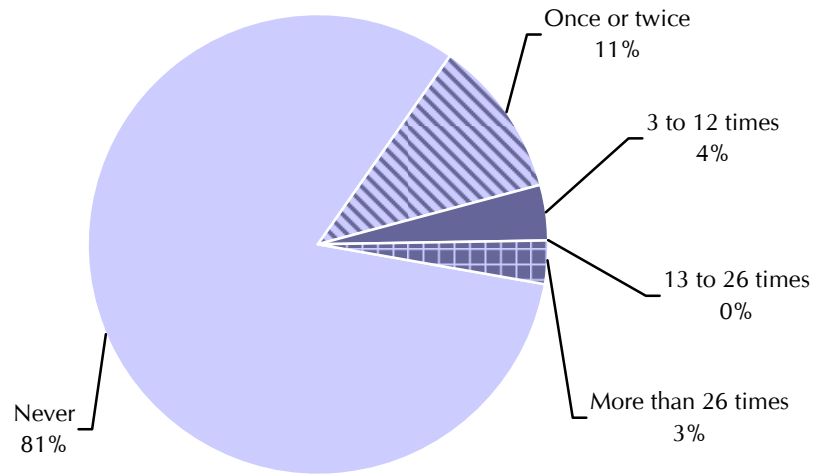


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Ridden a local bus within Albemarle County	Less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

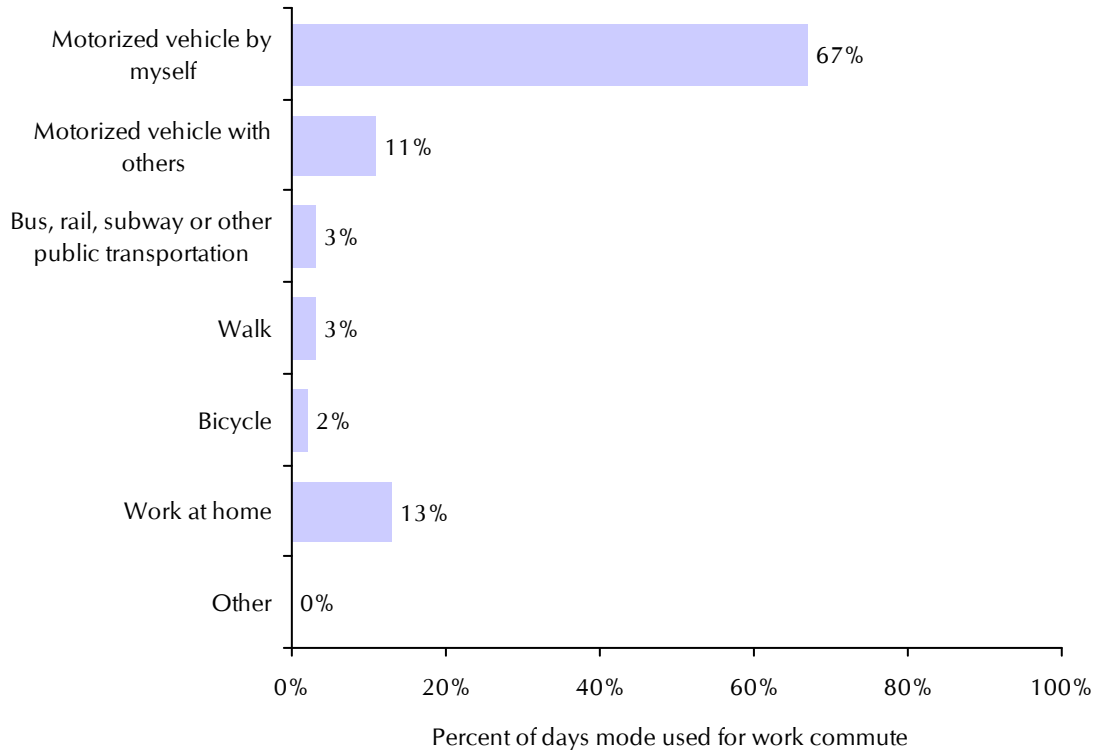


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Average percent of work commute trips made by driving alone	Much less	Similar

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Albemarle County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 33% of respondents, while the variety of housing options was rated as “excellent” or “good” by 48% of respondents. The rating of perceived affordable housing availability was lower than the national benchmark and similar to the custom comparison.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

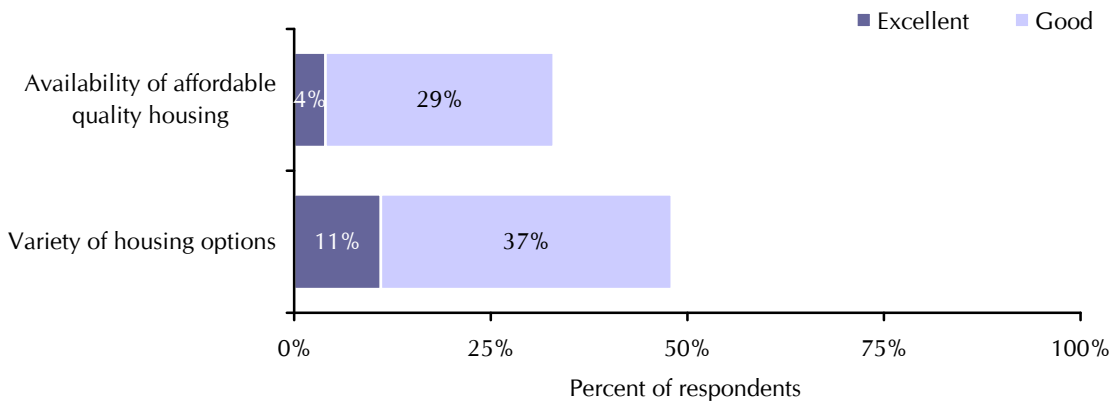


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Availability of affordable quality housing	Below	Similar
Variety of housing options	Below	Similar

To augment the perceptions of affordable housing in Albemarle County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Albemarle County experiencing housing cost stress. About 31% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

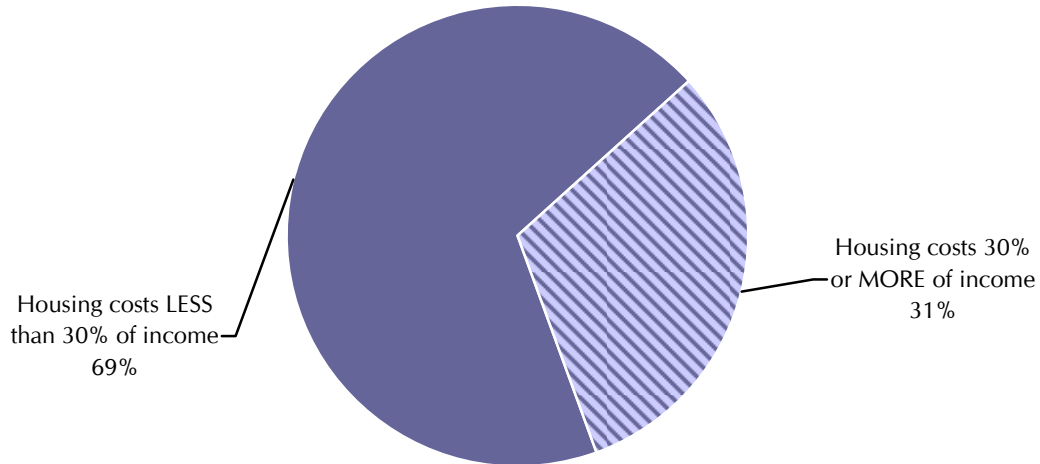


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Availability of affordable quality housing	Below	Similar
Variety of housing options	Below	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Albemarle County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Albemarle County was rated as excellent by 11% of respondents and as good by an additional 51%. The overall appearance of Albemarle County was rated as “excellent” or “good” by 90% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Albemarle County, 3% thought they were a “major” problem. The services of code enforcement and animal control were rated above the benchmarks.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

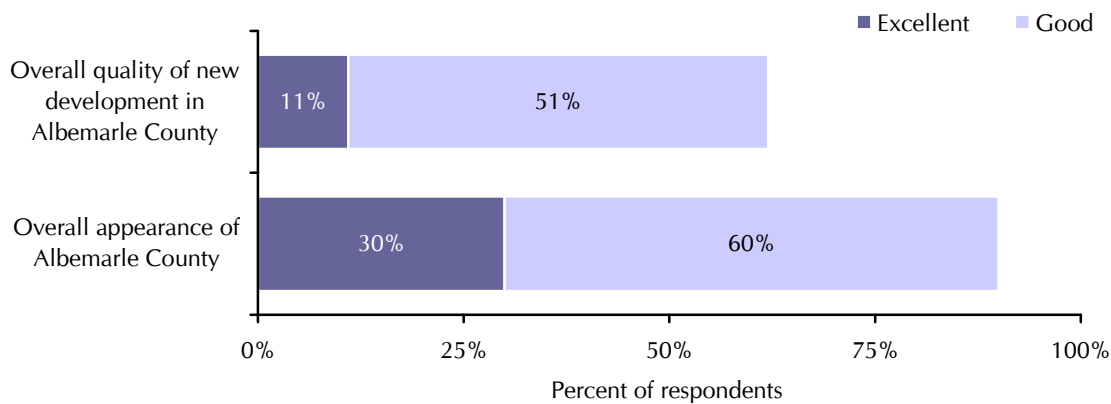


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Overall quality of new development in Albemarle County	Similar	Above
Overall appearance of Albemarle County	Much above	Much above

Population growth in Albemarle County was rated as “too fast” by about 57% of respondents. This perceived rate of growth was much higher than in comparison communities.

FIGURE 20: RATINGS OF POPULATION GROWTH

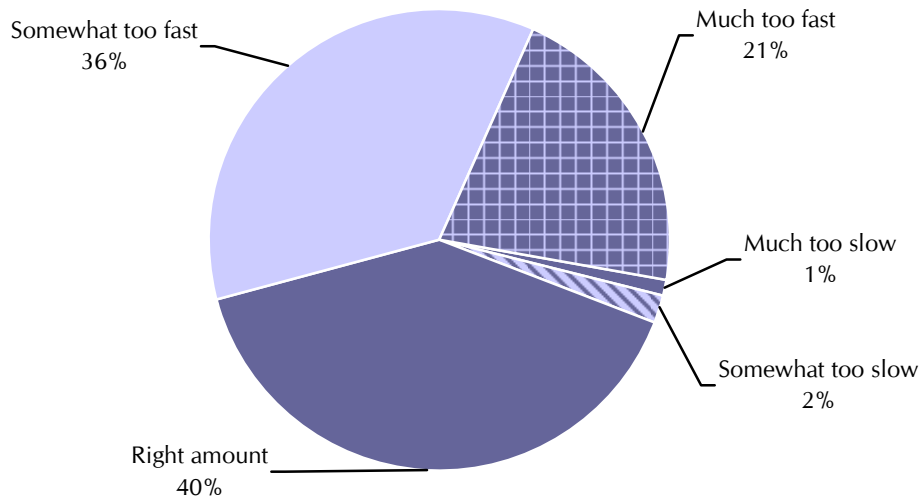


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Population growth seen as too fast	Much more	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

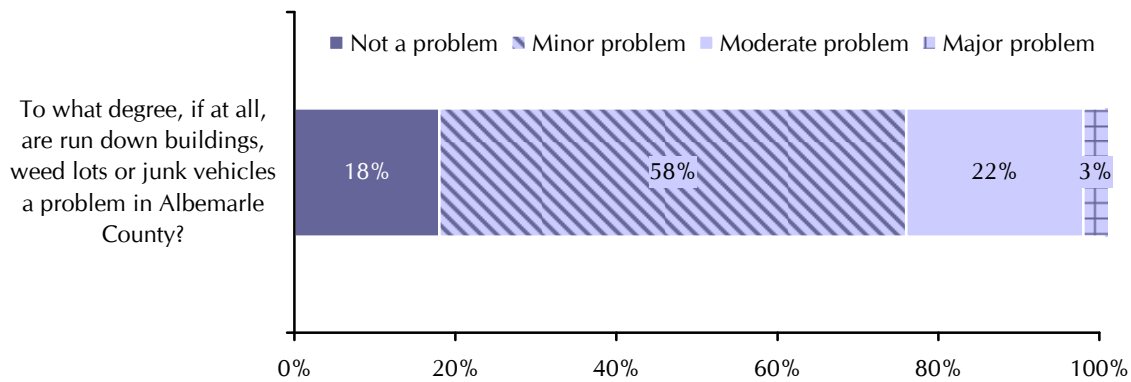


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Albemarle County?	Much less	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

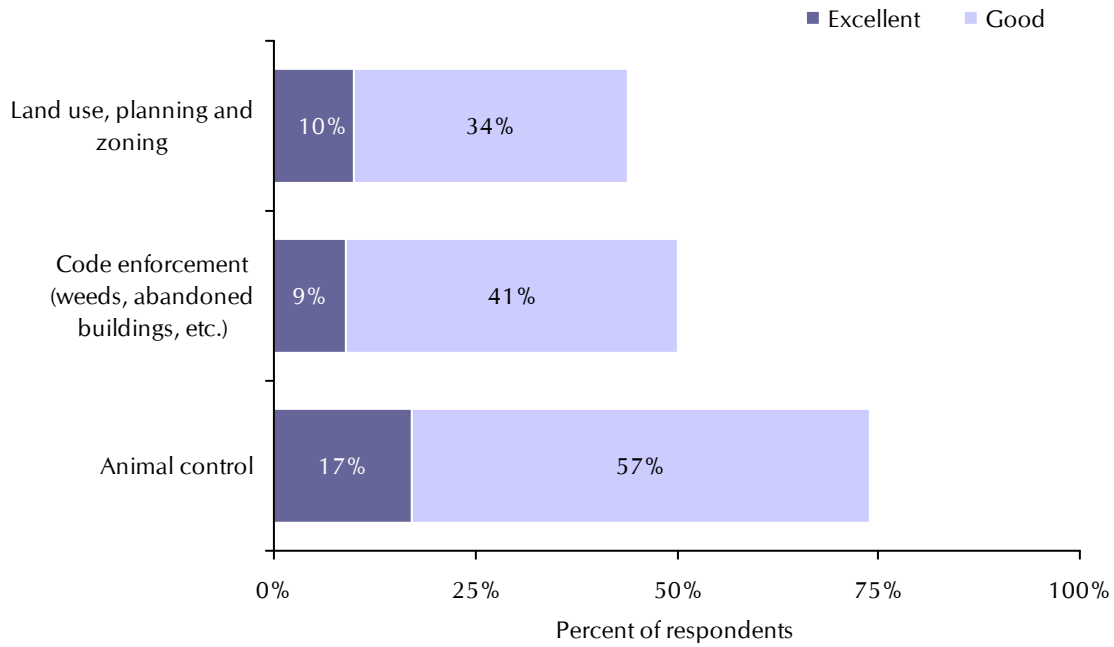


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Land use, planning and zoning	Similar	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above
Animal control	Much above	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Albemarle County and Albemarle County as a place to work. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

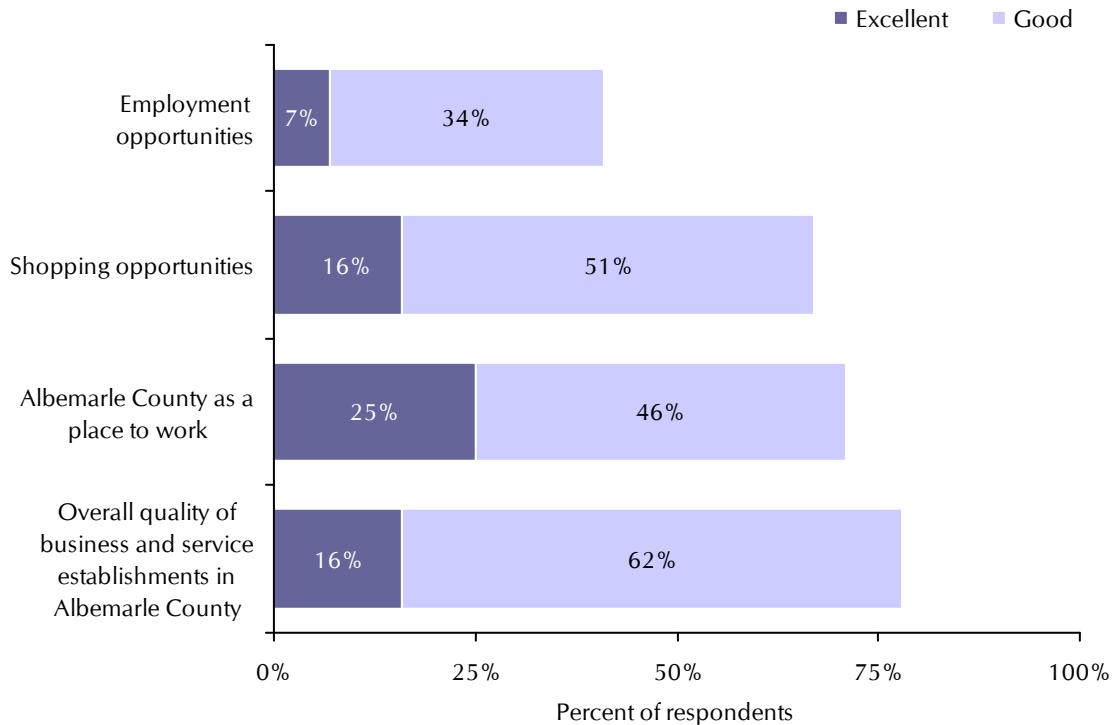


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Much above
Albemarle County as a place to work	Much above	Much above
Overall quality of business and service establishments in Albemarle County	Much above	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in the County, 73% responded that it was “too slow,” while 24% reported retail growth as “too slow.” Fewer residents in the County compared to other jurisdictions believed that retail growth was too slow. More residents believed that jobs growth was too slow when compared to jurisdictions included in the custom comparison, though the proportion was similar to the national benchmark.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH

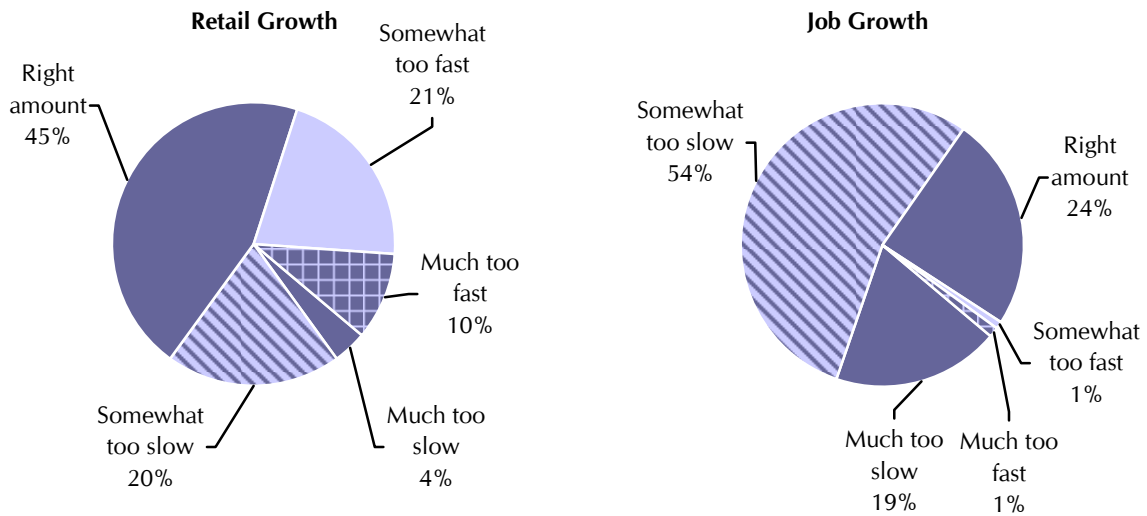


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Retail growth seen as too slow	Much less	Less
Jobs growth seen as too slow	Similar	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

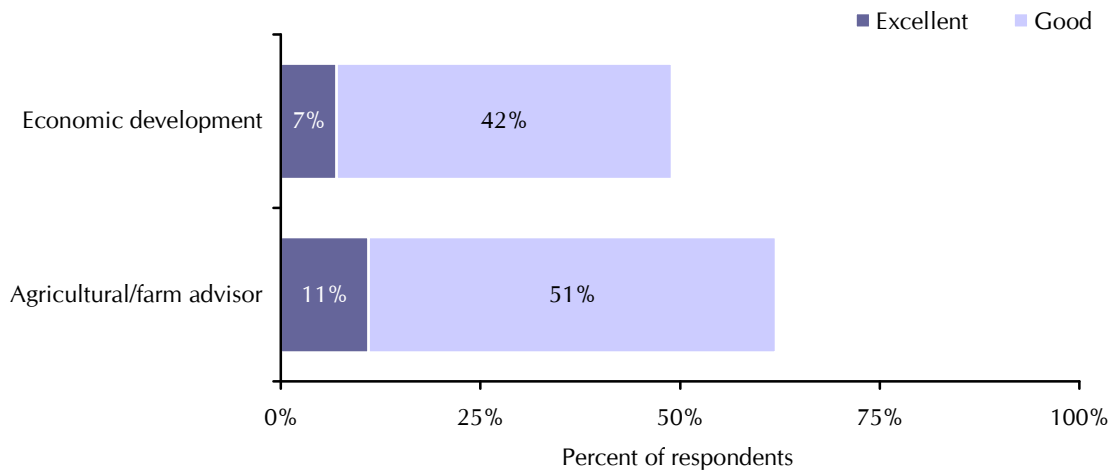


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Economic development	Similar	Similar
Agricultural/farm advisor	Much above	Not available

Residents were asked to reflect on their economic prospects in the near term. Fifteen percent of Albemarle County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 40% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as the national comparison, and less than the custom comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

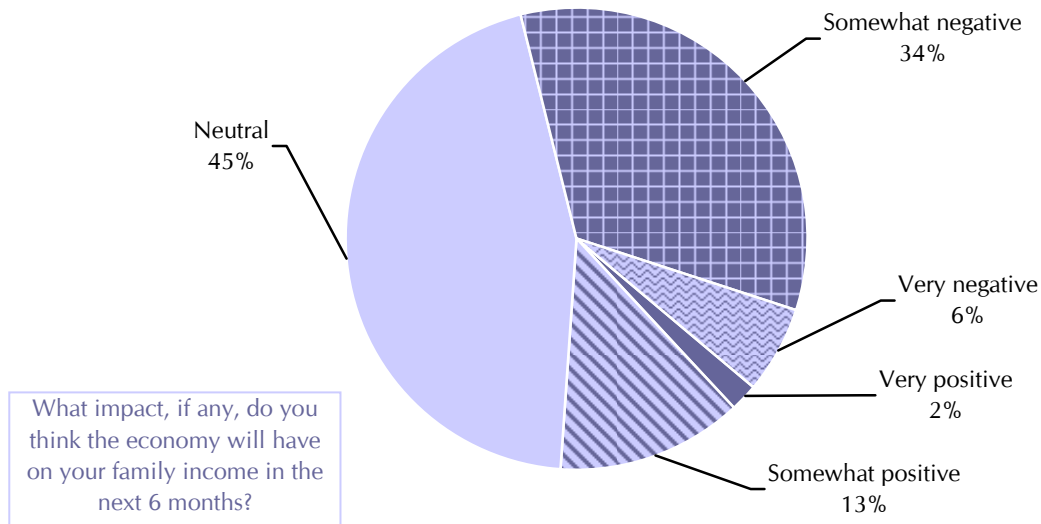


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Positive impact of economy on household income	Similar	Below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. A majority gave positive ratings of safety in Albemarle County. About 84% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 86% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

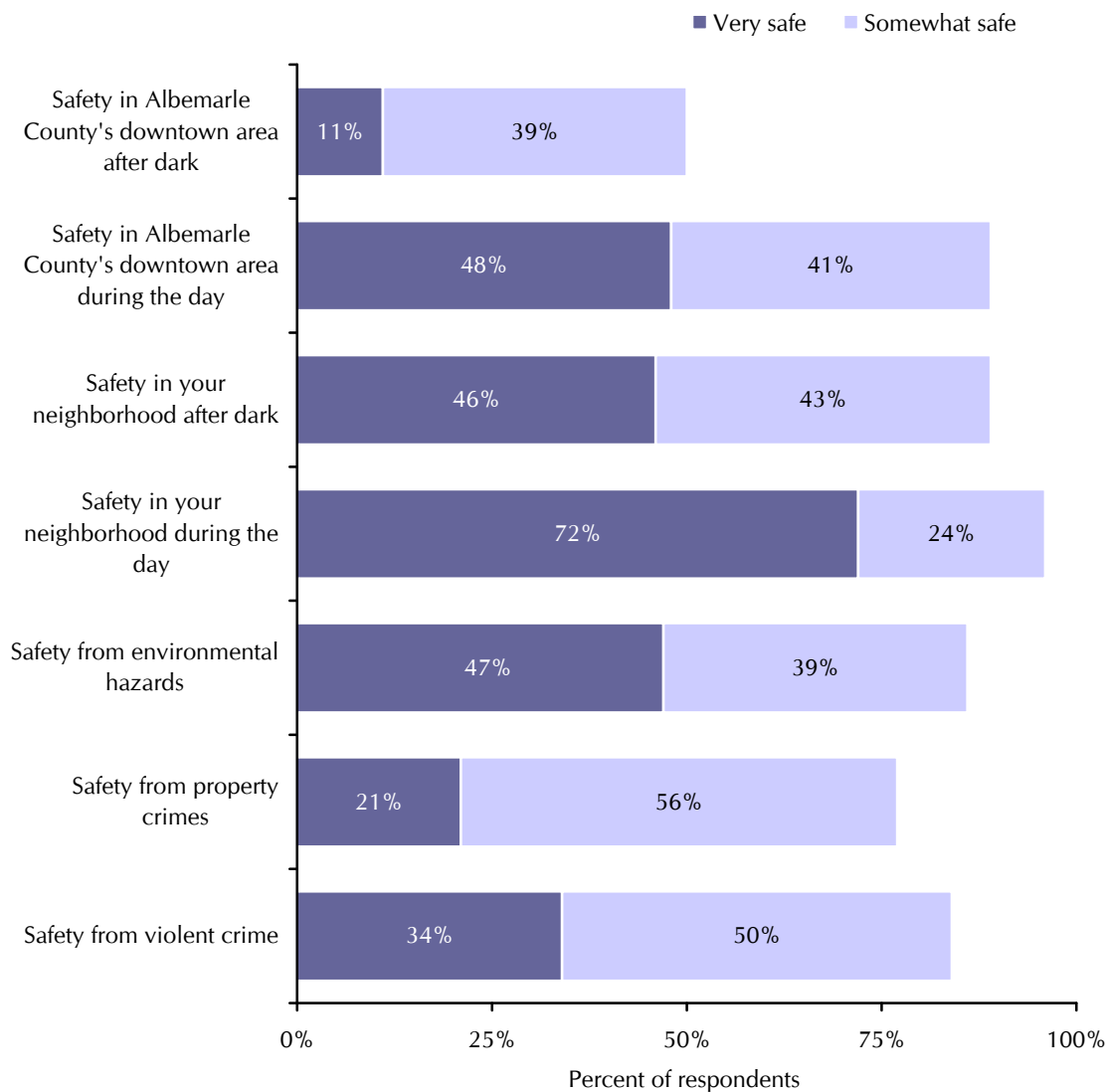


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Safety in your neighborhood during the day	Above	Above
Safety in your neighborhood after dark	Much above	Much above
Safety in Albemarle County's downtown area during the day	Similar	Similar
Safety in Albemarle County's downtown area after dark	Much below	Below
Safety from violent crime (e.g., rape, assault, robbery)	Above	Above
Safety from property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 91% had reported it to police. Compared to the nation fewer Albemarle County residents had been victims of crime in the 12 months preceding the survey and many more residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

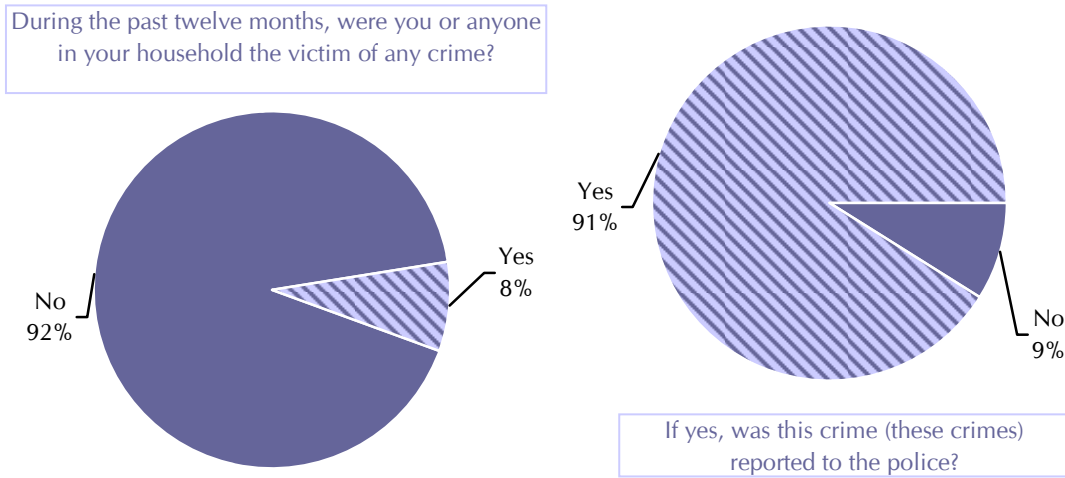


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Victim of crime	Less	Similar
Reported crimes	Much more	Much more

Residents rated eight County public safety services; of these, six were rated above both of the benchmark comparisons and one was rated similar to both benchmark comparisons. Emergency preparedness was rated similar to the national comparison and above the custom comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

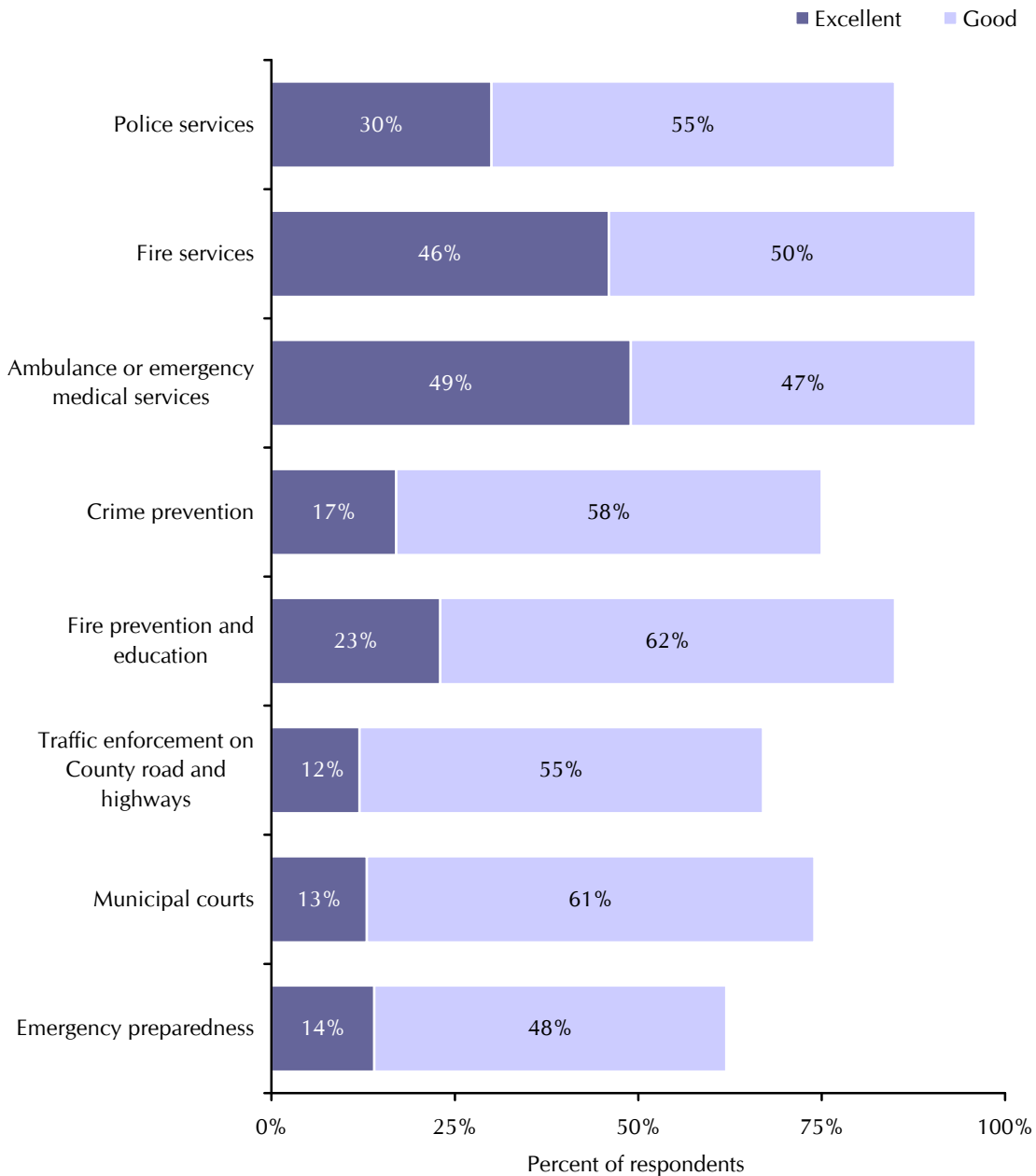


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Police services	Above	Much above
Fire services	Above	Above
Ambulance or emergency medical services	Much above	Much above
Crime prevention	Above	Much above
Fire prevention and education	Above	Above
Traffic enforcement on County roads and highways	Similar	Similar
Municipal courts	Above	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

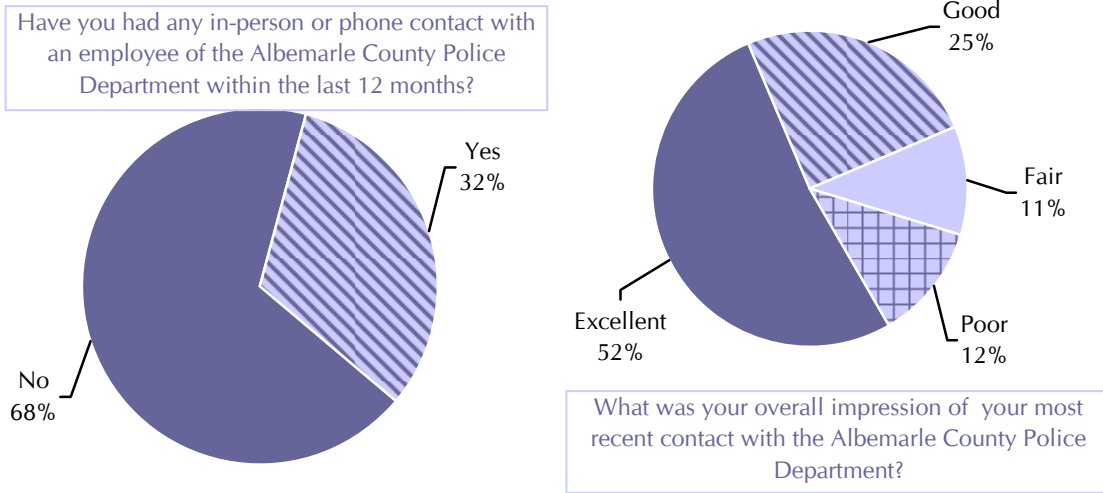


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

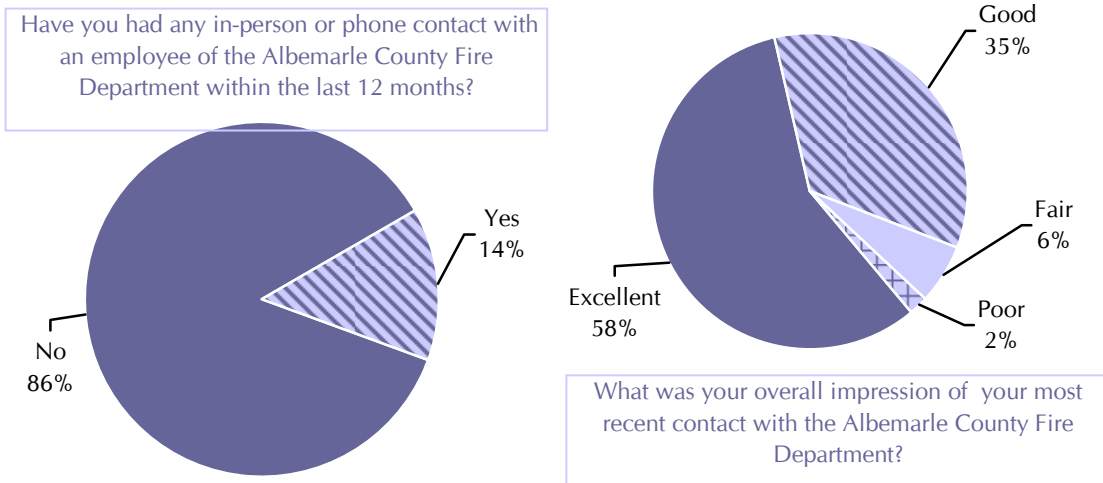


FIGURE 42: CONTACT WITH SHERIFF AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Had contact with the Albemarle County Police Department	Less	Not available
Overall impression of most recent contact with the Albemarle County Police Department	Much above	Not available
Had contact with the Albemarle County Fire Department	Similar	Not available
Overall impression of most recent contact with the Albemarle County Fire Department	Similar	Not available

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Albemarle County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 88% of survey respondents and was much above the benchmarks.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

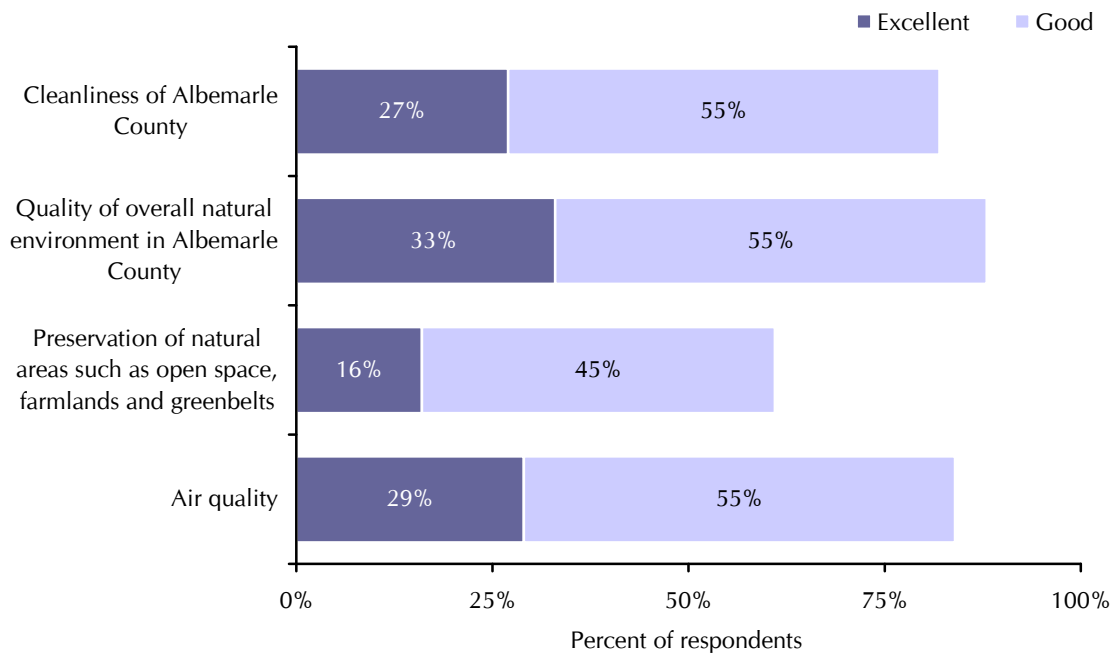


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Cleanliness of Albemarle County	Much above	Much above
Quality of overall natural environment in Albemarle County	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Much above	Much above

Resident recycling was similar to the national average and greater than recycling reported in the custom comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

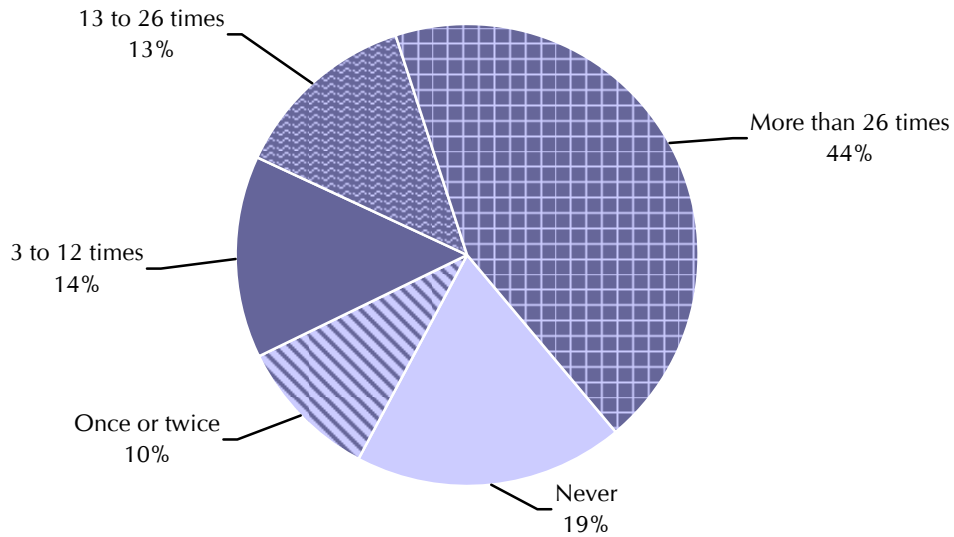


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Recycled used paper, cans or bottles from your home	Similar	More

Seven utility services were rated by those completing the questionnaire. Ratings varied when compared to other communities in the national and custom benchmarks.

FIGURE 47: RATINGS OF UTILITY SERVICES

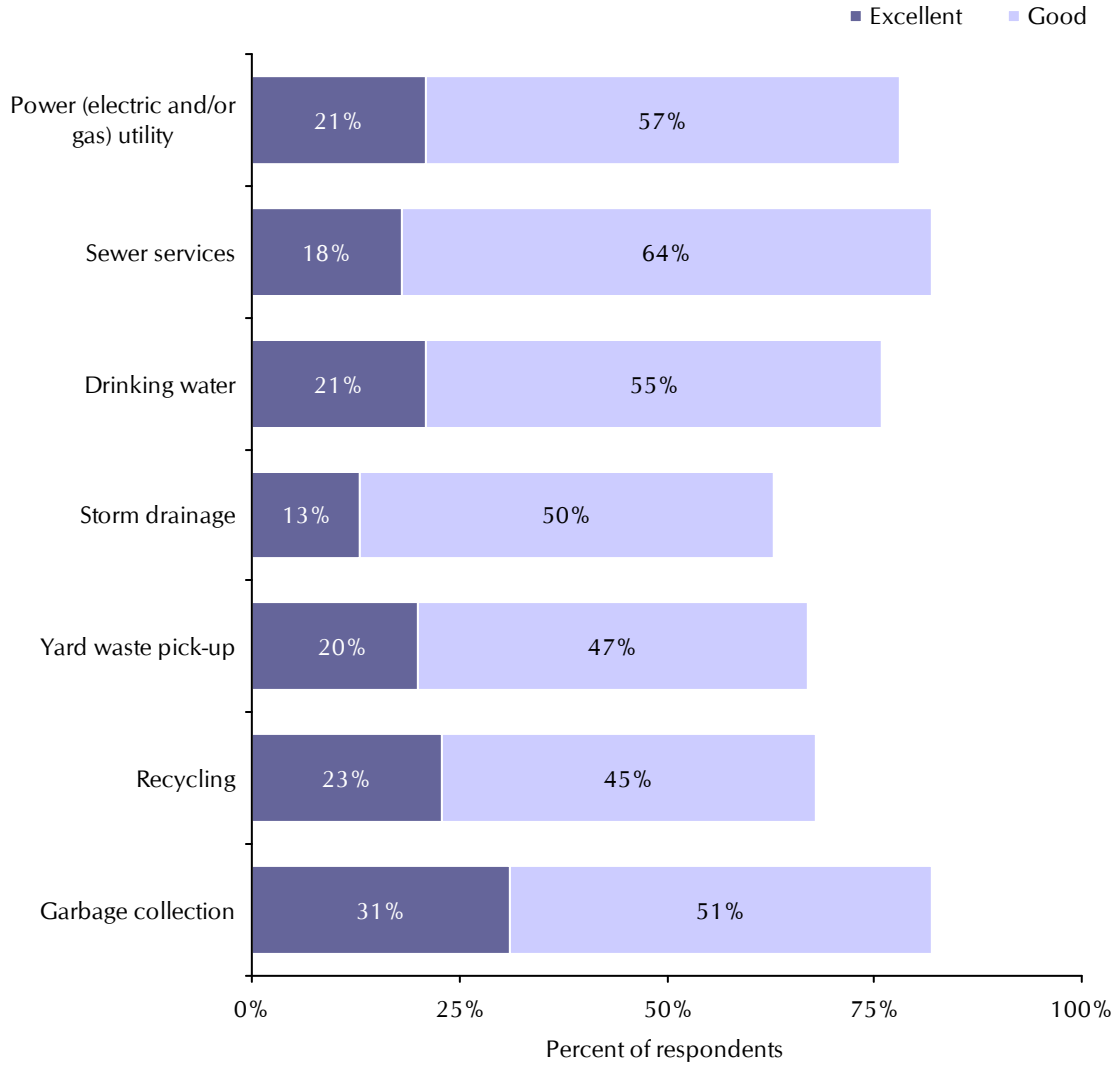


FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Power (electric and/or gas) utility	Similar	Similar
Sewer services	Above	Above
Drinking water	Above	Above
Storm drainage	Above	Above
Yard waste pick-up	Below	Similar
Recycling	Below	Similar
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Albemarle County were rated positively as were services related to parks and recreation. County parks, recreation programs or classes, recreation centers or facilities and nature programs or classes were rated higher when compared to the benchmarks.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Albemarle County recreation centers was less than the percent of users in comparison jurisdictions. However, recreation program use in Albemarle County was similar to use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

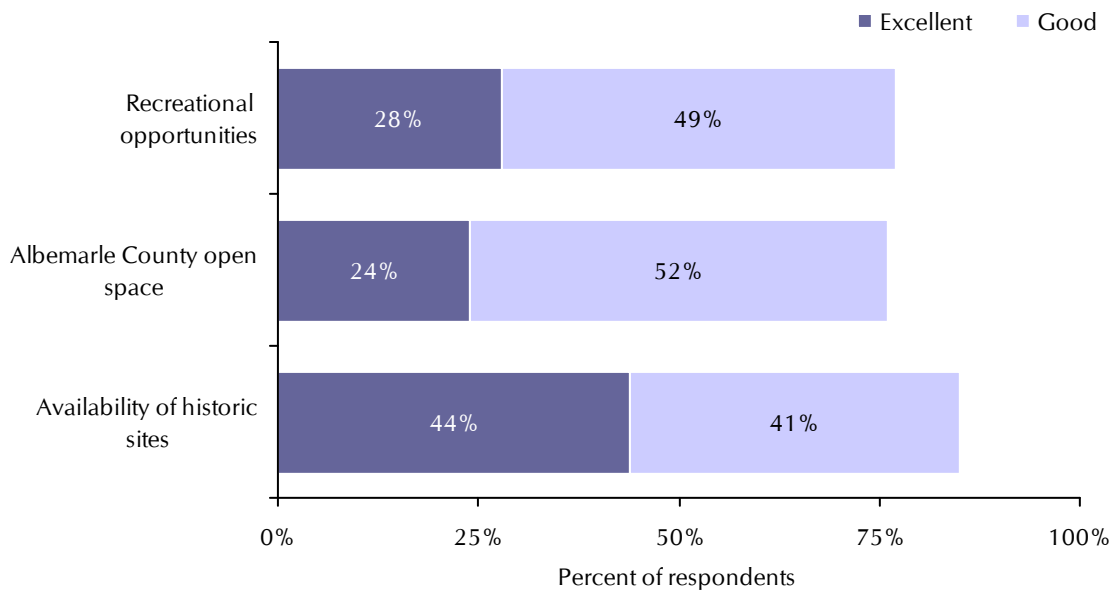


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Recreational opportunities	Much above	Much above
Albemarle County open space	Above	Not available
Availability of historic sites	Much above	Not available

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

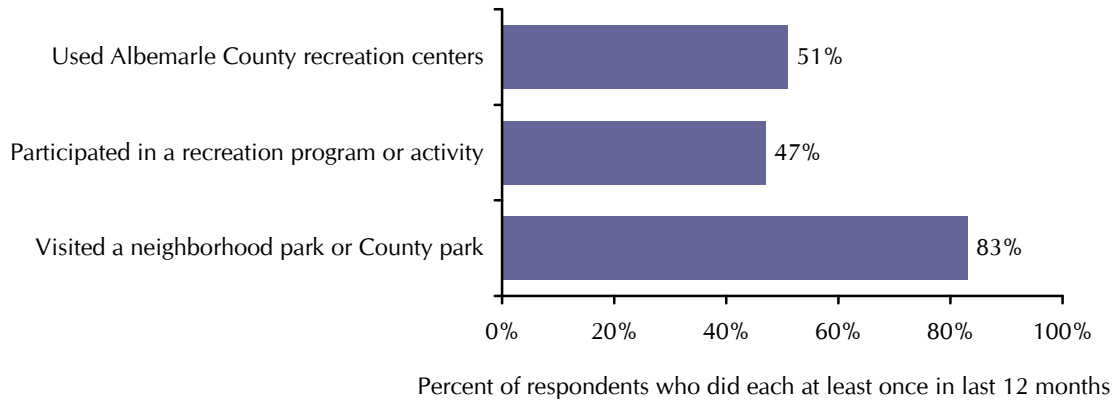


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Used Albemarle County recreation centers	Much less	Much less
Participated in a recreation program or activity	Similar	Similar
Visited a neighborhood park or County park	Similar	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

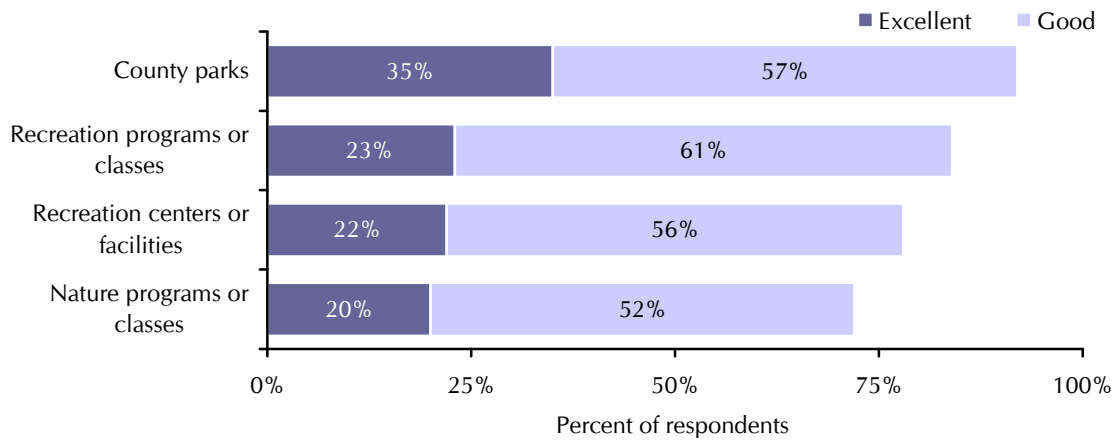


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
County parks	Much above	Much above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Above	Above

	National comparison	Select university communities and peer localities comparison
Nature programs or classes	Above	Not available

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 75% of respondents. Educational opportunities were rated as “excellent” or “good” by 90% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities.

About 64% of Albemarle County residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was below the national average but was similar to custom comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

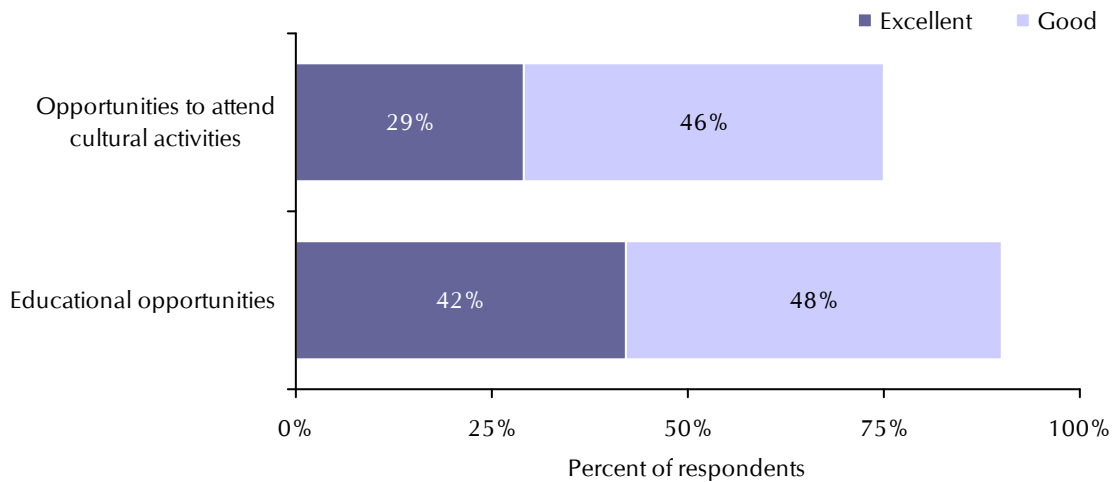


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

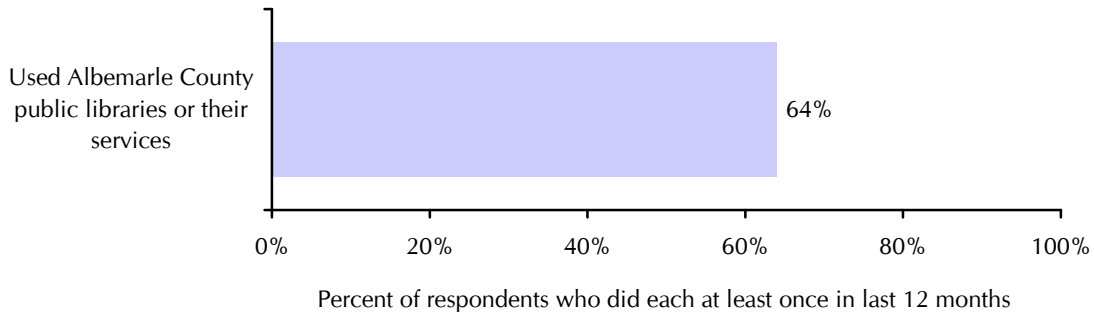


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Used Albemarle County public libraries or their services	Much less	Less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

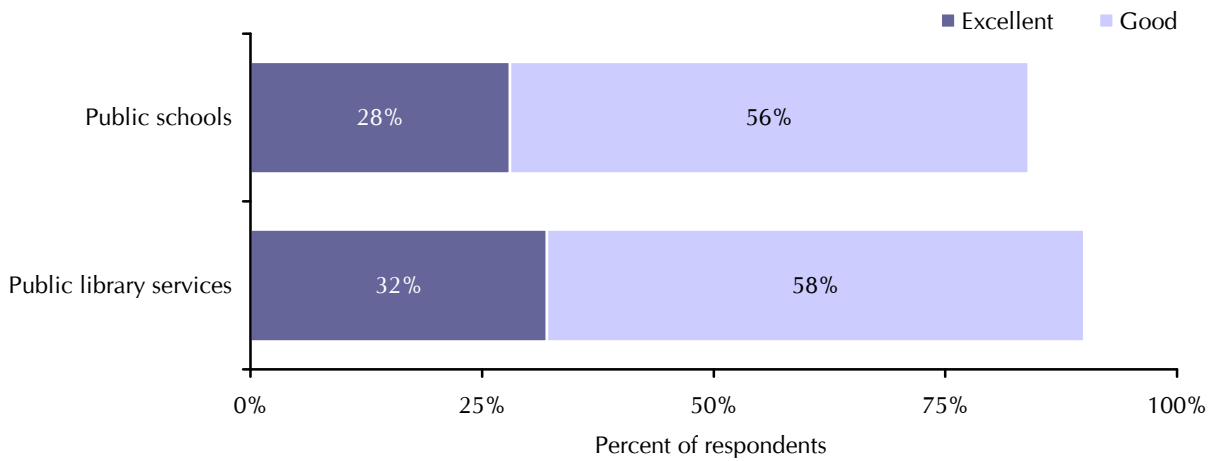


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Public schools	Much above	Much above
Public library services	Similar	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Albemarle County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. Among Albemarle County residents, 20% rated affordable quality health care as “excellent” while 48% rated it as “good.” Those ratings were much above ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

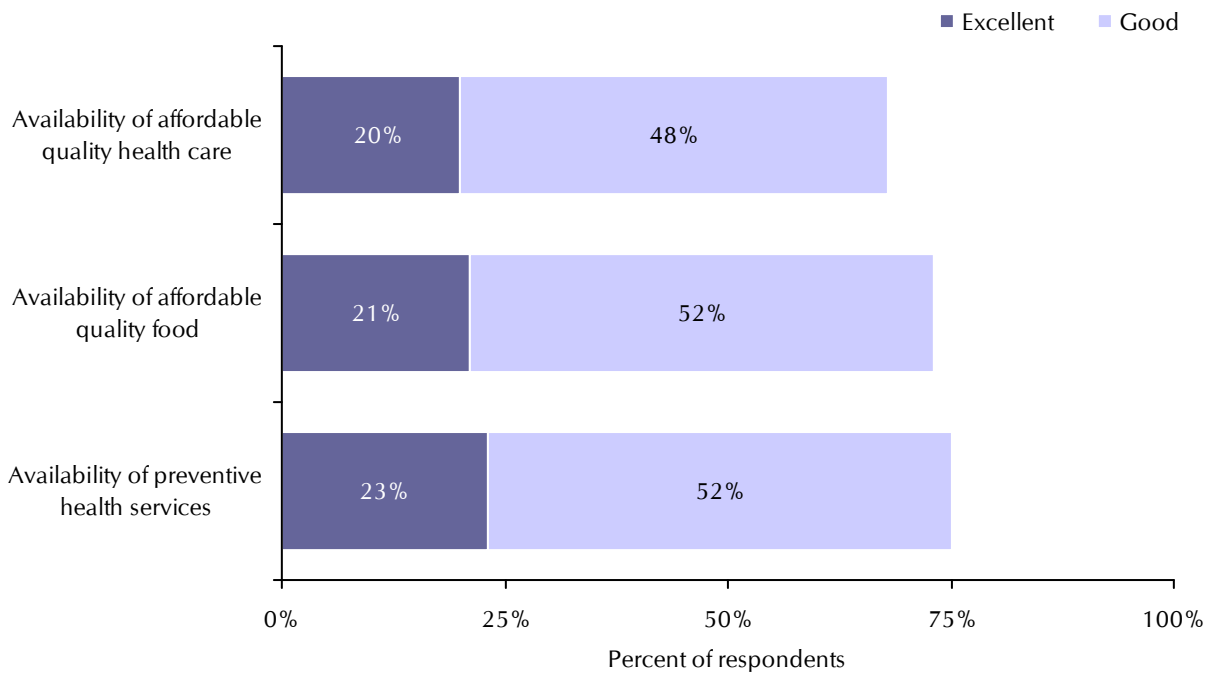


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Much above	Much above
Availability of preventive health services	Much above	Much above

When compared to other communities, the four health related services offered in Albemarle County were much above the benchmarks.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

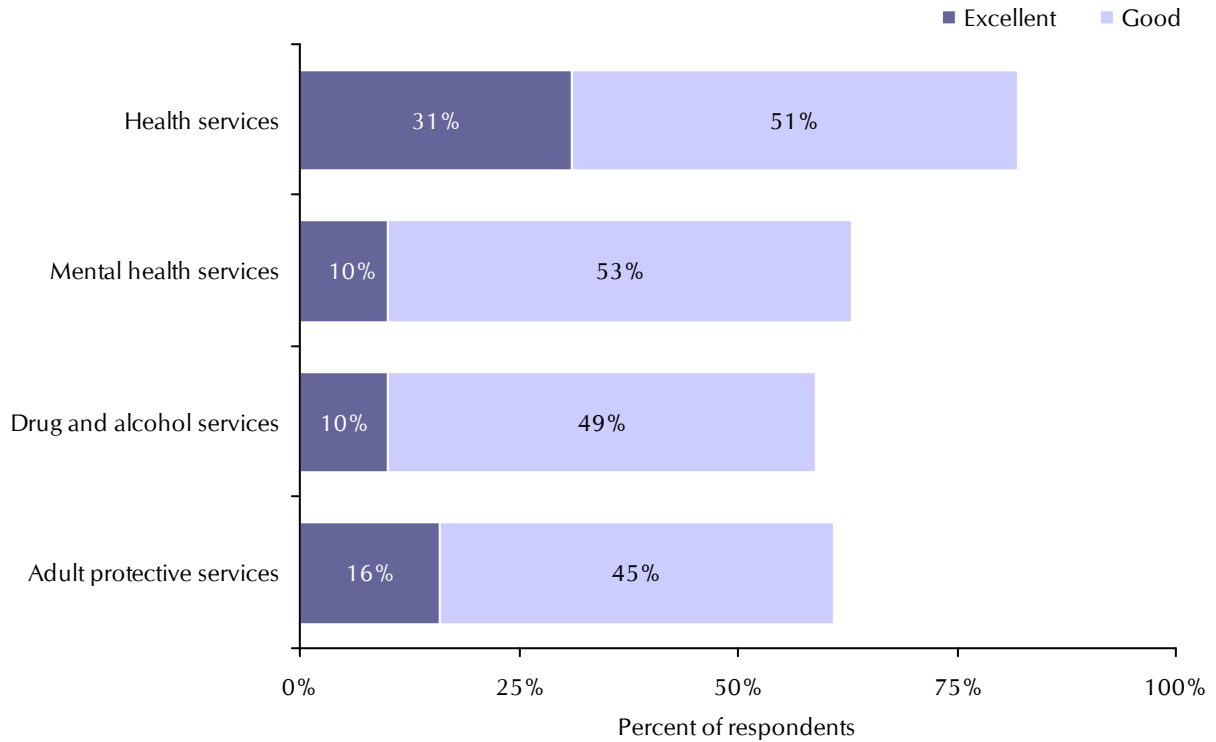


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Health services	Much above	Much above
Mental health services	Much above	Not available
Drug and alcohol services	Much above	Not available
Adult protective services	Much above	Not available

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Albemarle County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

About nine in ten residents rated Albemarle County as an excellent or good place to raise kids and a high percentage rated it as an “excellent” or “good” place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt Albemarle County was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the benchmarks.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

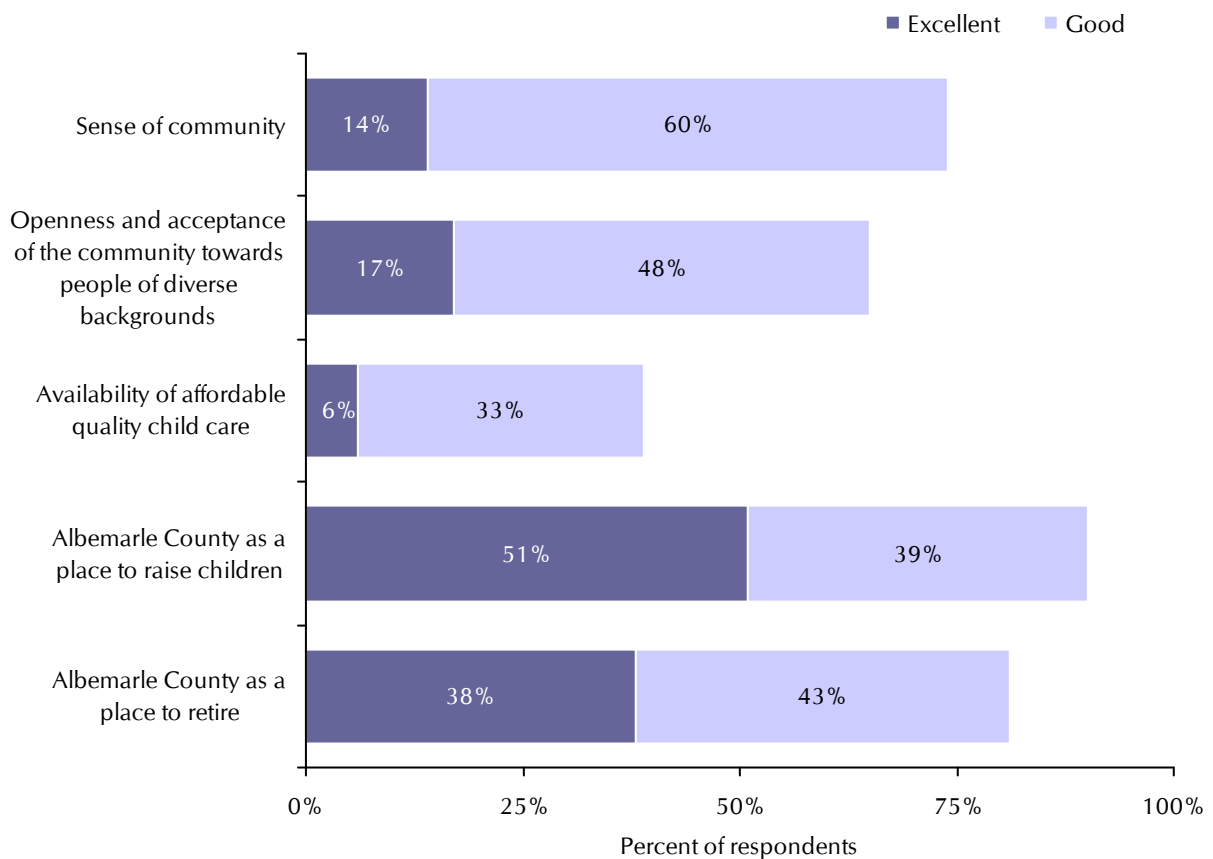


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Sense of community	Above	Above
Openness and acceptance of the community towards people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Similar	Similar
Albemarle County as a place to raise children	Much above	Much above
Albemarle County as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 53% to 79% with ratings of “excellent” or “good.” Services to seniors, youth and low-income people were above the benchmarks.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

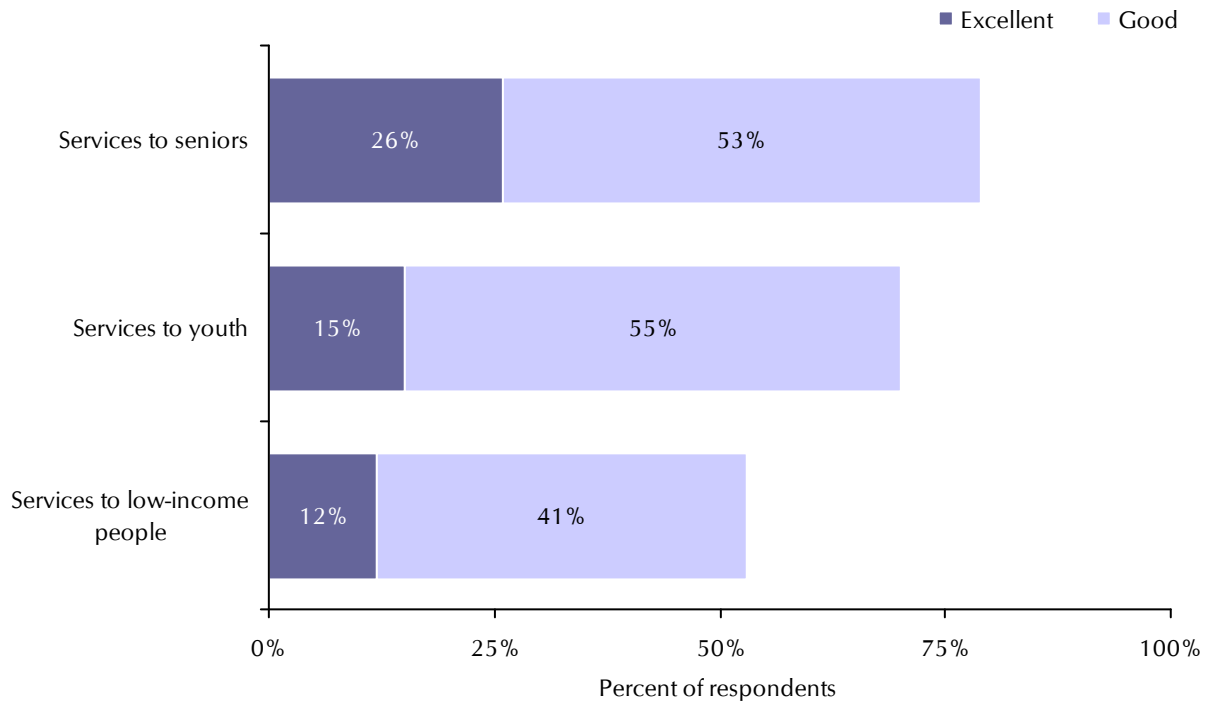


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Services to seniors	Much above	Much above
Services to youth	Much above	Much above
Services to low-income people	Above	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the XYZ can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

CIVIC ACTIVITY

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Albemarle County. Survey participants rated the volunteer opportunities in Albemarle County favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

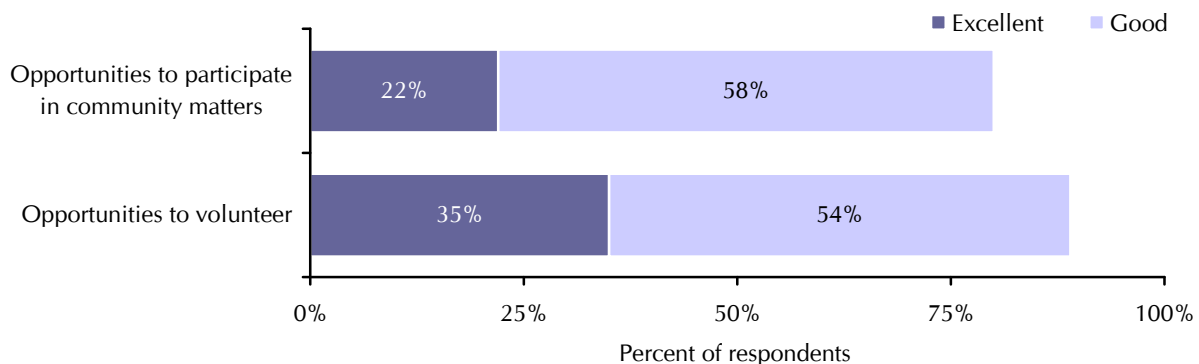


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Opportunities to participate in community matters	Much above	Much above
Opportunities to volunteer	Much above	Above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey. The participation rates of these civic behaviors were compared to the rates in other jurisdictions.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

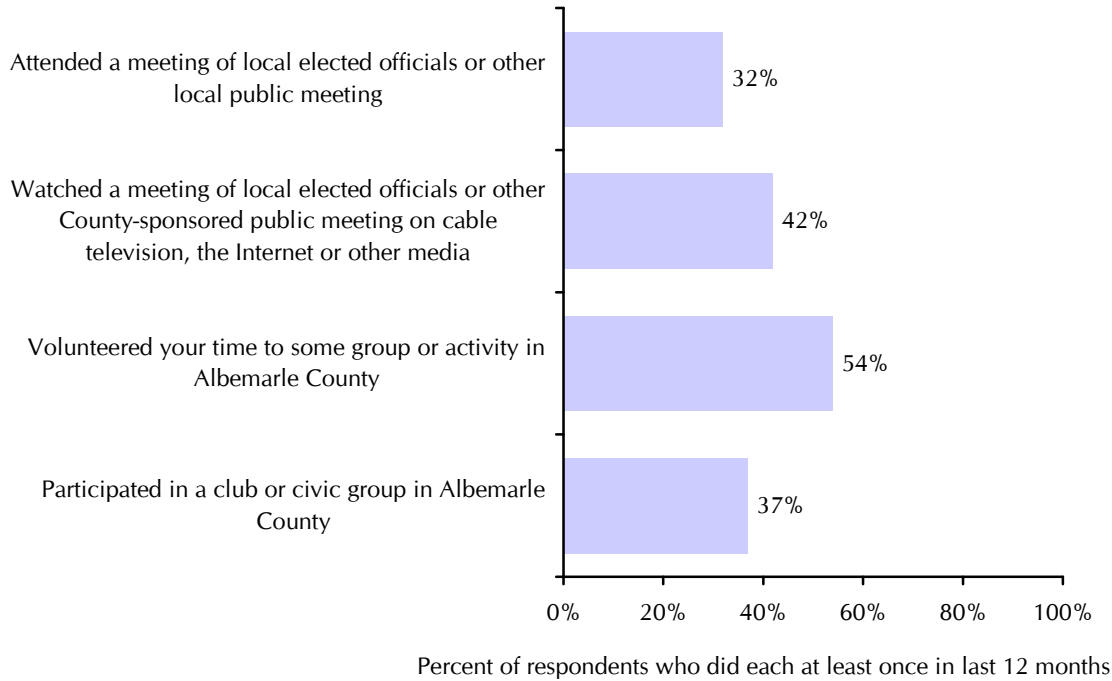


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Attended a meeting of local elected officials or other local public meeting	More	Much more
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	Similar	Similar
Volunteered your time to some group or activity in Albemarle County	Much more	Similar
Participated in a club or civic group in Albemarle County	More	Similar

Albemarle County residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-five percent reported they were registered to vote and 78% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

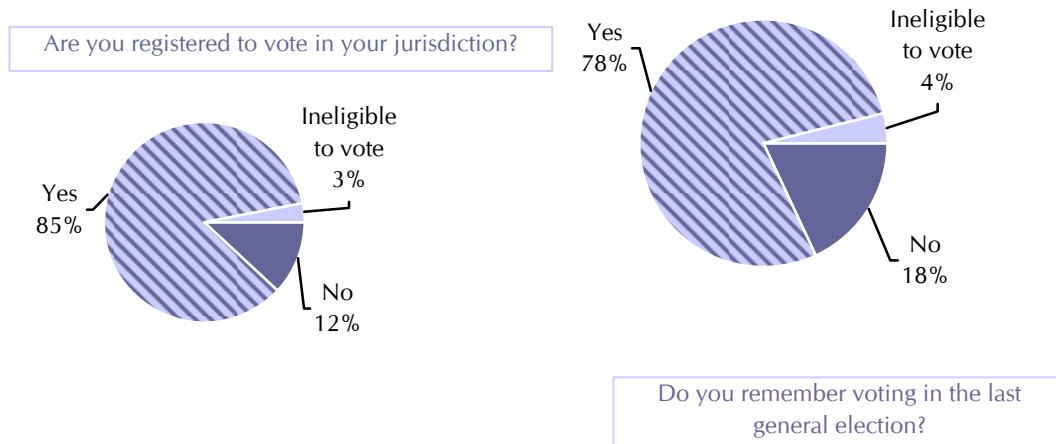


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Registered to vote	Similar	More
Voted in last general election	More	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Albemarle County Web site in the previous 12 months, 66% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 74: USE OF INFORMATION SOURCES

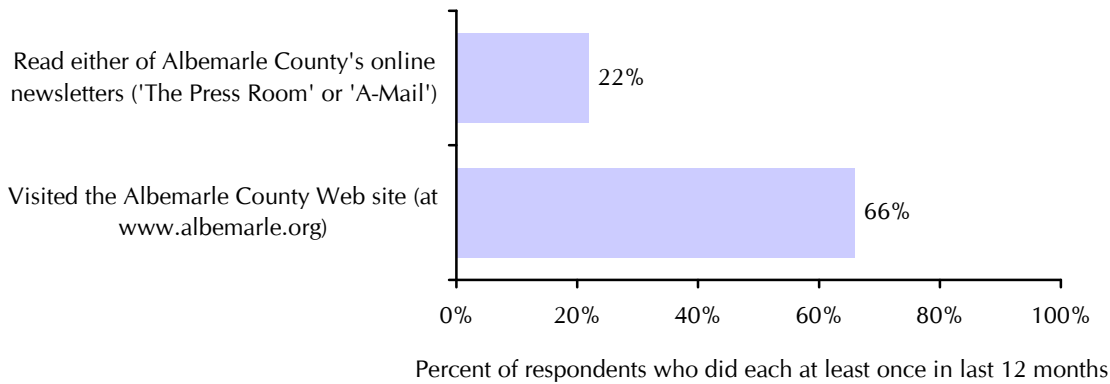


FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Read Albemarle County Newsletter	Much less	Much less
Visited the Albemarle County Web site	More	More

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

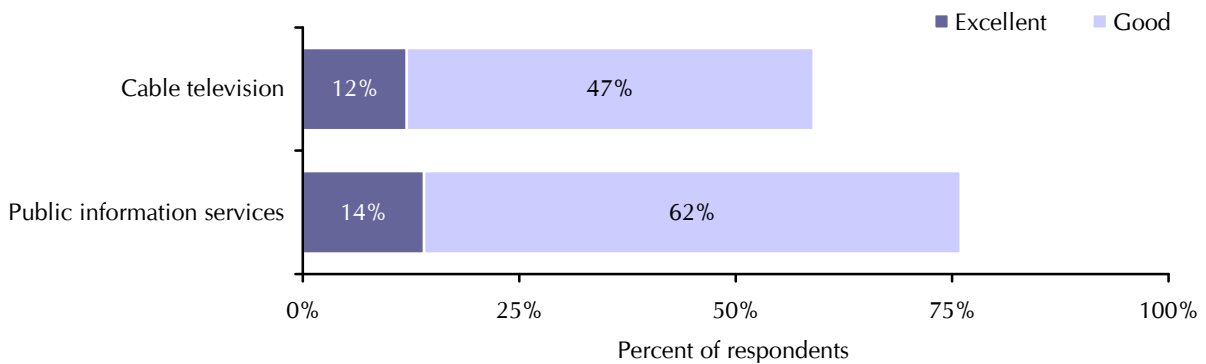


FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Cable television	Similar	Above
Public information	Above	Above

	National comparison	Select university communities and peer localities comparison
services		

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 79% of respondents and were much above both benchmark comparisons.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

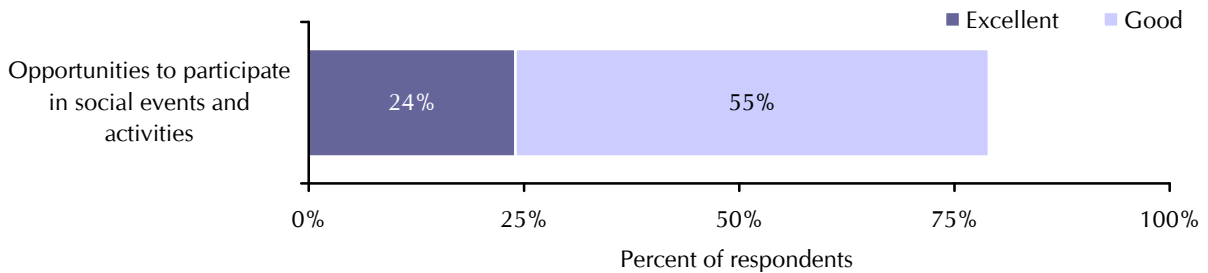


FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Opportunities to participate in social events and activities	Much above	Much above

Residents in Albemarle County reported a strong amount of neighborliness. About 50% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the national average and higher than the amount of contact reported in custom comparison communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS

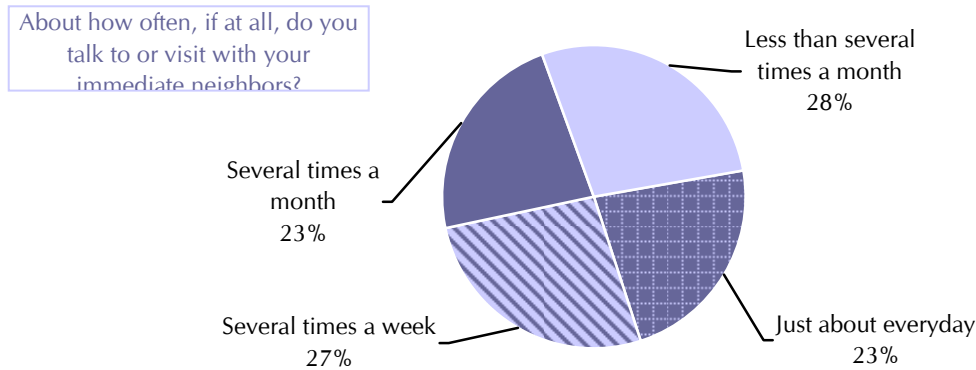


FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Has contact with neighbors at least several times per week	Similar	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Albemarle County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Albemarle County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Albemarle County may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Albemarle County does at welcoming citizen involvement, 59% rated it as "excellent" or "good." Of these four ratings, two were above the benchmarks and two were similar to the benchmarks.

FIGURE 82: PUBLIC TRUST RATINGS

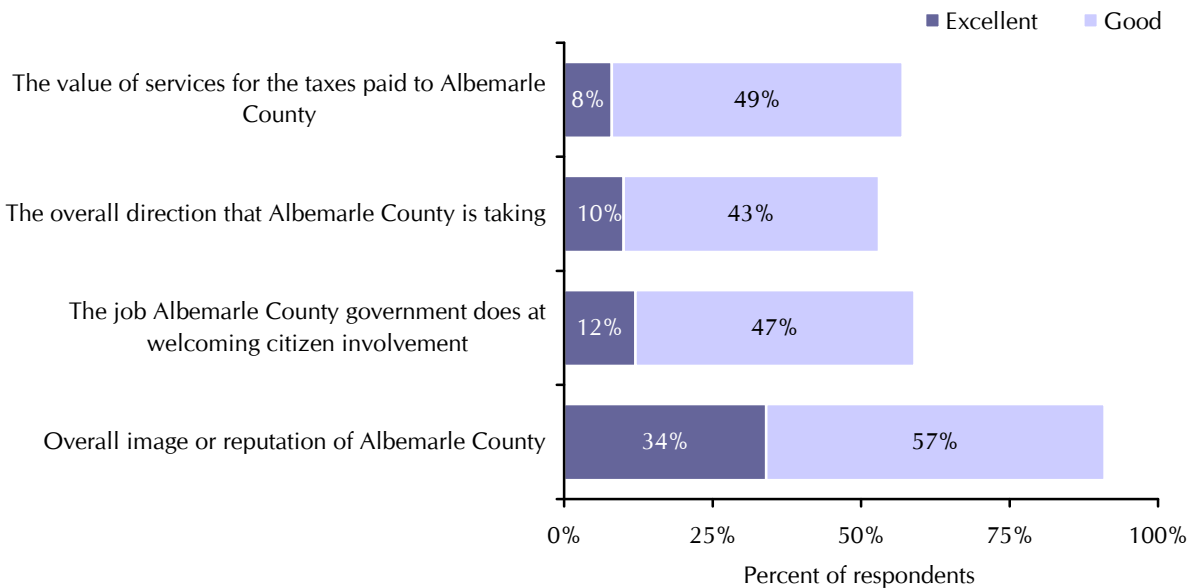


FIGURE 83: PUBLIC TRUST BENCHMARKS

	National comparison	Select university communities and peer localities comparison
The value of services for the taxes paid to Albemarle County	Similar	Similar
The overall direction that Albemarle County is taking	Similar	Similar
The job Albemarle County government does at welcoming citizen involvement	Above	Above
Overall image or reputation of Albemarle	Much above	Much above

	National comparison	Select university communities and peer localities comparison
County		

On average, residents of Albemarle County gave the highest evaluations to their own local government and the lowest average rating to the federal government. The overall quality of services delivered by Albemarle County was rated as “excellent” or “good” by 84% of survey participants. Albemarle County’s rating was above the benchmark when compared to other communities.

FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

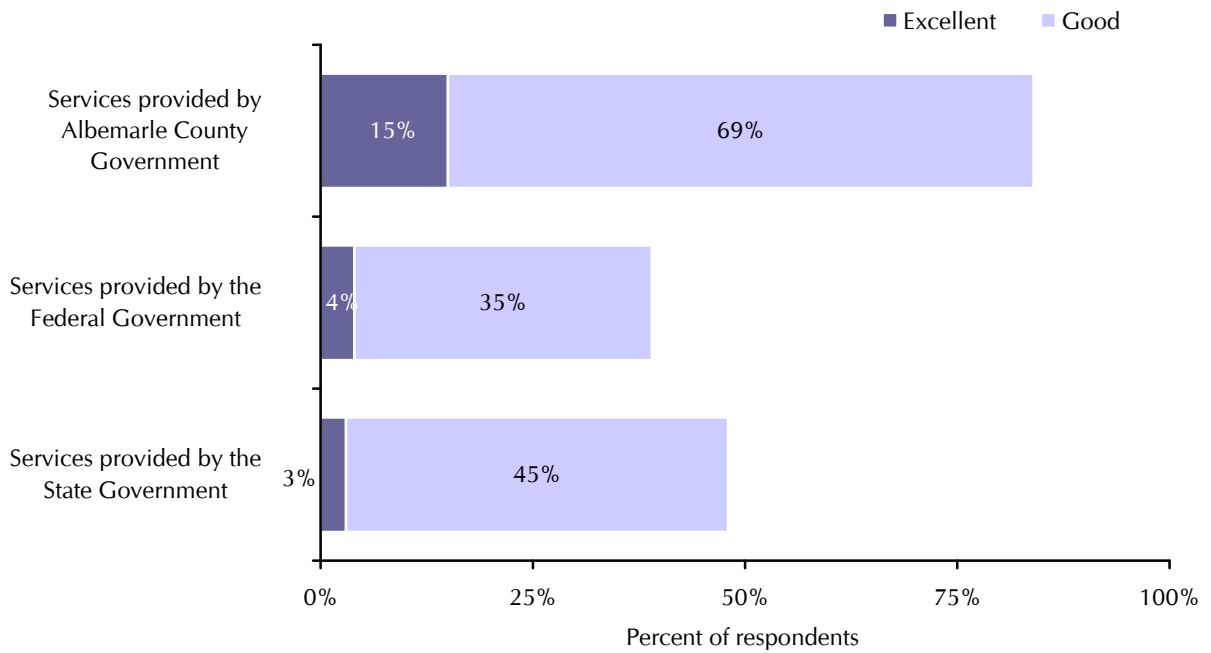


FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Services provided by Albemarle County	Above	Above
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Above	Similar

Albemarle County Employees

The employees of Albemarle County who interact with the public create the first impression that most residents have of Albemarle County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Albemarle County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Albemarle County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 52% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated favorably; 73% of respondents rated their overall impression as "excellent" or "good."

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS

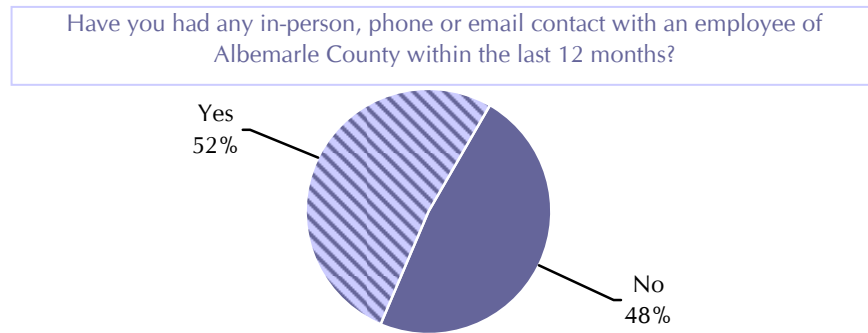


FIGURE 87: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Had contact with County employee(s) in last 12 months	Less	Less

FIGURE 88: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

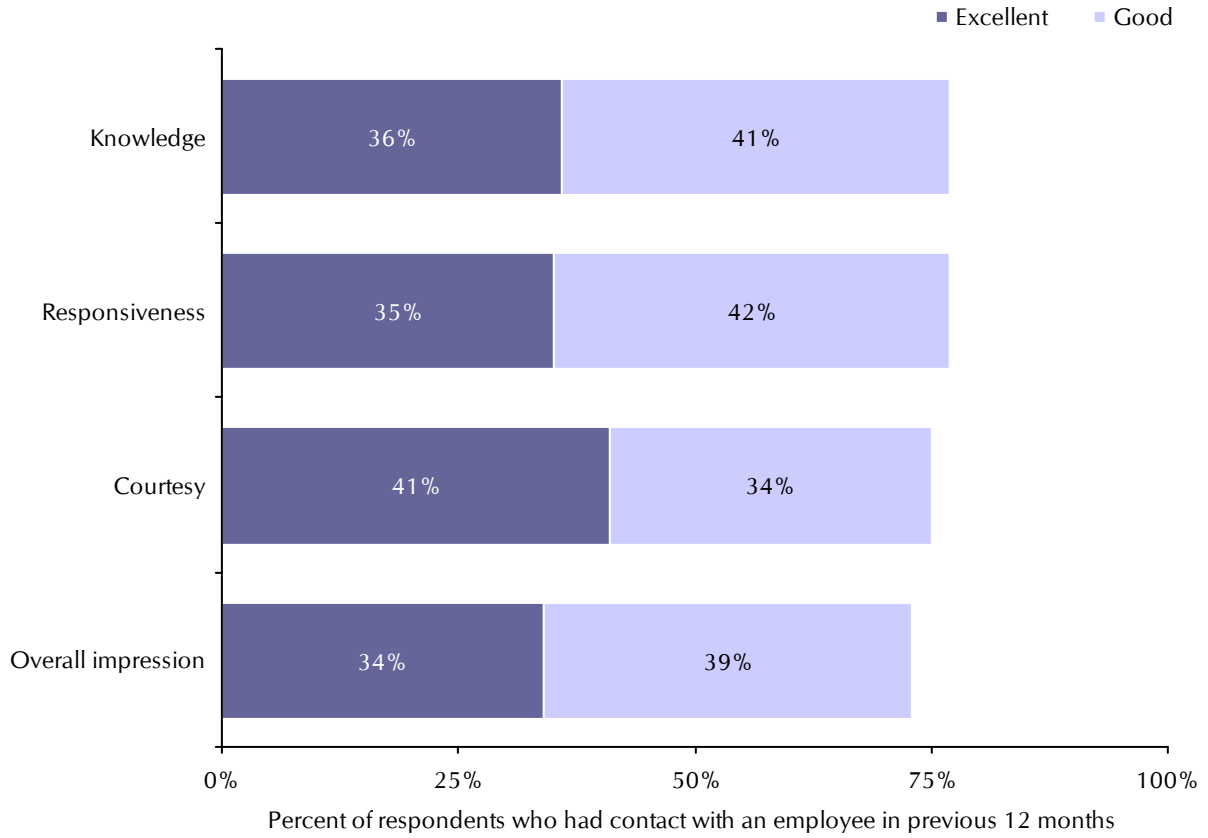


FIGURE 89: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Select university communities and peer localities comparison
Knowledge	Similar	Similar
Responsiveness	Similar	Above
Courtesy	Similar	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Albemarle County by examining the relationships between ratings of each service and ratings of Albemarle County's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Albemarle County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Albemarle County Key Driver Analysis were:

- Road repair
- Land use, planning and zoning
- Public schools

ALBEMARLE COUNTY ACTION CHART

The 2011 Albemarle County Action Chart™ on the following page combines two dimensions of performance:

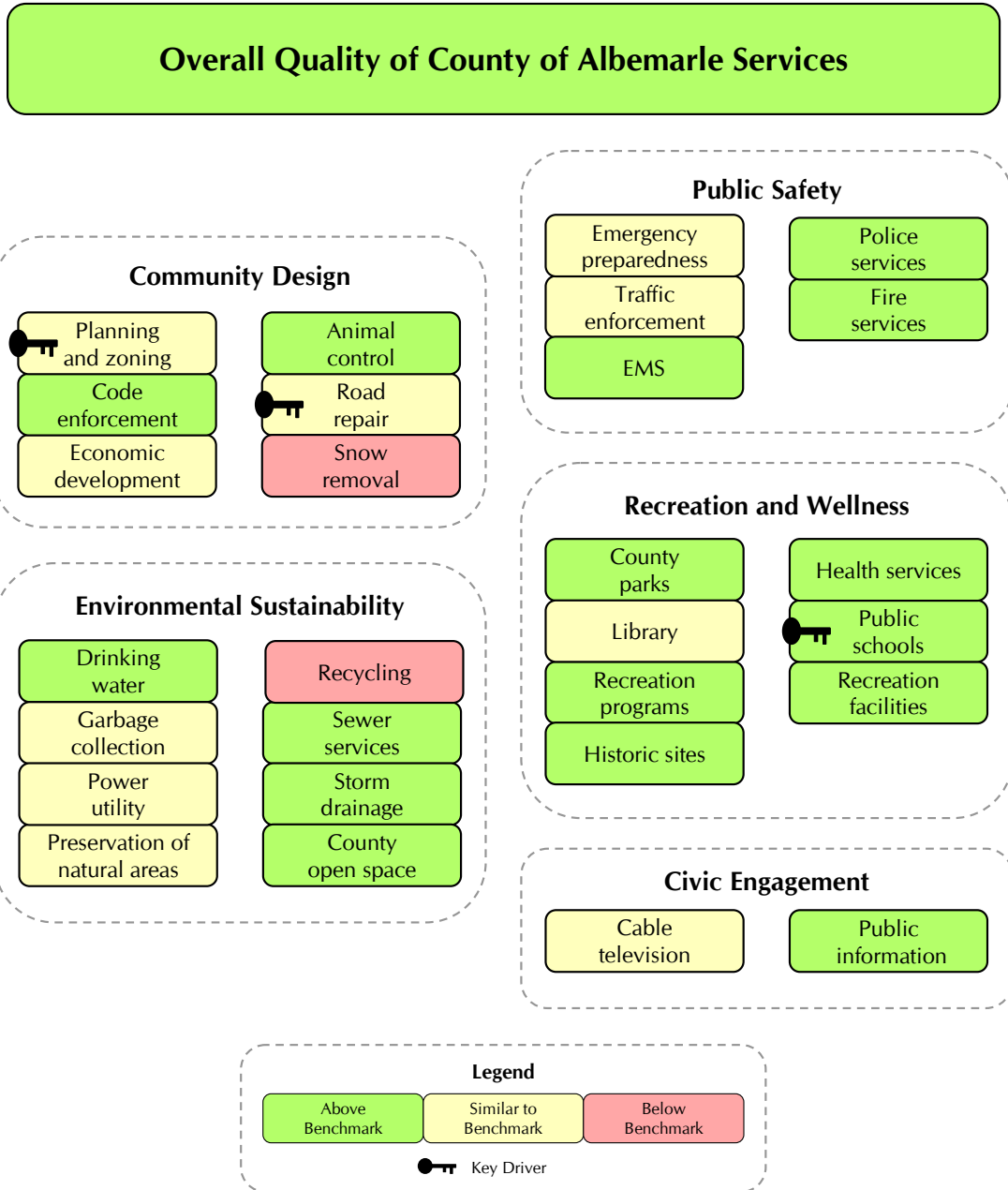
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the County.

Twenty-eight services were included in the KDA for Albemarle County. Of these, 16 were above the benchmark, two were below the benchmark and ten were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Albemarle County, no key drivers were below the benchmark or trending lower in the current survey. Therefore, Albemarle County may wish to seek improvements to road repair and land use, planning and zoning, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 90: ALBEMARLE COUNTY ACTION CHART™



Using Your Action Chart™

The key drivers derived for Albemarle County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Albemarle County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Albemarle County, planning and zoning and sheriff services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Albemarle County residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Albemarle County key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 91: KEY DRIVERS COMPARED

Service	Albemarle County Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
• Road repair	✓		✓
◦ Snow removal			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ County parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
◦ Albemarle County open space			
◦ Availability of historic sites			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
Public information services		✓	
• Public schools	✓	✓	
◦ Cable television			
◦ Emergency preparedness			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTION

“Don’t know” responses have been removed from the following question.

Custom Question					
Please indicate how important, if at all, you think it is for the County to devote resources to the following:					Total
	Essential	Very important	Somewhat important	Not at all important	
Providing quality education to children	68%	28%	4%	0%	100%
Providing needed infrastructure (roads, water and sewer service, etc)	54%	36%	9%	1%	100%
Providing needed public facilities (fire stations, libraries, parks, etc)	47%	39%	14%	0%	100%
Protecting natural resources and the environment	41%	44%	14%	1%	100%
Assuring economic growth and opportunity	33%	50%	15%	2%	100%
Providing resources to disadvantaged families and children	31%	44%	23%	3%	100%
Providing affordable housing opportunities	27%	46%	21%	6%	100%
Protecting the rural character of the County	35%	38%	25%	3%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Albemarle County:	Excellent	Good	Fair	Poor	Total
Albemarle County as a place to live	46%	48%	5%	1%	100%
Your neighborhood as a place to live	45%	43%	9%	4%	100%
Albemarle County as a place to raise children	51%	39%	10%	0%	100%
Albemarle County as a place to work	25%	46%	21%	7%	100%
Albemarle County as a place to retire	38%	43%	13%	6%	100%
The overall quality of life in Albemarle County	37%	53%	10%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Albemarle County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	14%	60%	22%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	17%	48%	31%	4%	100%
Overall appearance of Albemarle County	30%	60%	9%	1%	100%
Cleanliness of Albemarle County	27%	55%	16%	1%	100%
Overall quality of new development in Albemarle County	11%	51%	27%	11%	100%
Variety of housing options	11%	37%	40%	13%	100%
Overall quality of business and service establishments in Albemarle County	16%	62%	19%	3%	100%
Shopping opportunities	16%	51%	25%	8%	100%
Opportunities to attend cultural activities	29%	46%	21%	4%	100%
Recreational opportunities	28%	49%	20%	3%	100%
Employment opportunities	7%	34%	45%	14%	100%
Educational opportunities	42%	48%	10%	0%	100%
Opportunities to participate in social events and activities	24%	55%	20%	1%	100%
Opportunities to volunteer	35%	54%	11%	0%	100%
Opportunities to participate in community matters	22%	58%	18%	1%	100%
Ease of car travel in Albemarle County	12%	44%	30%	14%	100%
Ease of bus travel in Albemarle County	6%	28%	35%	31%	100%
Ease of rail travel in Albemarle County	6%	23%	32%	39%	100%
Ease of bicycle travel in Albemarle County	6%	27%	36%	31%	100%
Ease of walking in Albemarle County	10%	34%	37%	19%	100%
Availability of paths and walking trails	12%	40%	34%	15%	100%
Traffic flow on major streets	3%	30%	42%	24%	100%
Amount of public parking	5%	33%	38%	24%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Albemarle County as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	4%	29%	39%	28%	100%
Availability of affordable quality child care	6%	33%	42%	20%	100%
Availability of affordable quality health care	20%	48%	20%	12%	100%
Availability of affordable quality food	21%	52%	22%	4%	100%
Availability of preventive health services	23%	52%	20%	5%	100%
Air quality	29%	55%	15%	1%	100%
Quality of overall natural environment in Albemarle County	33%	55%	11%	1%	100%
Overall image or reputation of Albemarle County	34%	57%	9%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Albemarle County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	40%	36%	21%	100%
Retail growth (stores, restaurants, etc.)	4%	20%	45%	21%	10%	100%
Jobs growth	19%	54%	24%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Albemarle County?	Percent of respondents
Not a problem	18%
Minor problem	58%
Moderate problem	22%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Albemarle County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	34%	50%	10%	4%	2%	100%
Property crimes (e.g., burglary, theft)	21%	56%	10%	13%	2%	100%
Environmental hazards, including toxic waste	47%	39%	11%	3%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	72%	24%	2%	1%	1%	100%
In your neighborhood after dark	46%	43%	5%	4%	2%	100%
In Albemarle County's downtown area(s) during the day	48%	41%	6%	4%	0%	100%
In Albemarle County's downtown area(s) after dark	11%	39%	19%	23%	8%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the Albemarle County Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Albemarle County Police Department within the last 12 months?	68%	32%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the Albemarle County Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Albemarle County Police Department?	52%	25%	11%	12%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	9%
Yes	91%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Albemarle County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Albemarle County public libraries or their services	36%	22%	24%	8%	10%	100%
Used Albemarle County recreation centers	49%	23%	16%	8%	4%	100%
Participated in a recreation program or activity	53%	22%	14%	5%	6%	100%
Visited a neighborhood park or County park	17%	26%	29%	18%	10%	100%
Ridden a local bus within Albemarle County	81%	11%	4%	0%	3%	100%
Attended a meeting of local elected officials or other local public meeting	68%	24%	7%	1%	1%	100%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	58%	28%	11%	2%	1%	100%
Read either of Albemarle County's online newsletters ('The Press Room' or 'A-Mail')	78%	15%	7%	1%	0%	100%
Visited the Albemarle County Web site (at www.albemarle.org)	34%	28%	25%	7%	5%	100%
Recycled used paper, cans or bottles from your home	19%	10%	14%	13%	44%	100%
Volunteered your time to some group or activity in Albemarle County	46%	22%	16%	6%	9%	100%
Participated in a club or civic group in Albemarle County	63%	16%	12%	3%	6%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	23%
Several times a week	27%
Several times a month	23%
Less than several times a month	28%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Albemarle County:	Excellent	Good	Fair	Poor	Total
Police services	30%	55%	13%	2%	100%
Fire services	46%	50%	3%	0%	100%
Ambulance or emergency medical services	49%	47%	4%	0%	100%
Crime prevention	17%	58%	21%	4%	100%
Fire prevention and education	23%	62%	13%	1%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Albemarle County:	Excellent	Good	Fair	Poor	Total
Municipal courts	13%	61%	21%	6%	100%
Traffic enforcement on County road and highways	12%	55%	24%	10%	100%
Road repair	9%	39%	37%	16%	100%
Snow removal on County road and highways	8%	43%	34%	15%	100%
Bus or transit services	11%	46%	26%	18%	100%
Garbage collection	31%	51%	11%	7%	100%
Recycling	23%	45%	17%	14%	100%
Yard waste pick-up	20%	47%	21%	13%	100%
Storm drainage	13%	50%	29%	8%	100%
Drinking water	21%	55%	17%	7%	100%
Sewer services	18%	64%	15%	3%	100%
Power (electric and/or gas) utility	21%	57%	17%	4%	100%
County parks	35%	57%	8%	0%	100%
Recreation programs or classes	23%	61%	15%	1%	100%
Recreation centers or facilities	22%	56%	20%	3%	100%
Albemarle County open space	24%	52%	22%	1%	100%
Nature programs or classes	20%	52%	24%	4%	100%
Availability of historic sites	44%	41%	11%	4%	100%
Land use, planning and zoning	10%	34%	35%	21%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	41%	39%	11%	100%
Animal control	17%	57%	23%	2%	100%
Economic development	7%	42%	37%	14%	100%
Health services	31%	51%	16%	2%	100%
Services to seniors	26%	53%	19%	2%	100%
Services to youth	15%	55%	25%	5%	100%
Services to low-income people	12%	41%	30%	17%	100%
Public library services	32%	58%	9%	1%	100%
Public information services	14%	62%	22%	2%	100%
Public schools	28%	56%	13%	4%	100%
Cable television	12%	47%	27%	15%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	48%	34%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	16%	45%	26%	13%	100%
Mental health services	10%	53%	30%	7%	100%
Drug and alcohol services	10%	49%	32%	8%	100%
Adult protective services	16%	45%	36%	3%	100%
Agricultural/farm advisor	11%	51%	33%	5%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Albemarle County	15%	69%	14%	1%	100%
The Federal Government	4%	35%	43%	18%	100%
The State Government	3%	45%	44%	9%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Albemarle County to someone who asks	51%	42%	5%	2%	100%
Remain in Albemarle County for the next five years	60%	27%	5%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	13%
Neutral	45%
Somewhat negative	34%
Very negative	6%
Total	100%

Question 17: Contact with Fire Department		
Have you had any in-person or phone contact with an employee of the Albemarle County Fire Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Albemarle County Fire Department within the last 12 months?	86%	14%

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the Albemarle County Fire Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Albemarle County Fire Department?	58%	35%	6%	2%

Question 19: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Albemarle County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 20: County Employees					
What was your impression of the employee(s) of Albemarle County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	36%	41%	19%	4%	100%
Responsiveness	35%	42%	19%	4%	100%
Courtesy	41%	34%	19%	6%	100%
Overall impression	34%	39%	18%	8%	100%

Question 21: Government Performance					
Please rate the following categories of Albemarle County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Albemarle County	8%	49%	30%	13%	100%
The overall direction that Albemarle County is taking	10%	43%	36%	11%	100%
The job Albemarle County government does at welcoming citizen involvement	12%	47%	29%	12%	100%

Question 22: Custom Question					
Please indicate how important, if at all, you think it is for the County to devote resources to the following:					Total
	Essential	Very important	Somewhat important	Not at all important	
Providing quality education to children	68%	28%	4%	0%	100%
Providing resources to disadvantaged families and children	31%	44%	23%	3%	100%
Assuring economic growth and opportunity	33%	50%	15%	2%	100%
Providing affordable housing opportunities	27%	46%	21%	6%	100%
Protecting natural resources and the environment	41%	44%	14%	1%	100%
Protecting the rural character of the County	35%	38%	25%	3%	100%
Providing needed public facilities (fire stations, libraries, parks, etc)	47%	39%	14%	0%	100%
Providing needed infrastructure (roads, water and sewer service, etc)	54%	36%	9%	1%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	62%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	67%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	3%
Walk	3%
Bicycle	2%
Work at home	13%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Albemarle County?	Percent of respondents
Less than 2 years	15%
2 to 5 years	19%
6 to 10 years	15%
11 to 20 years	19%
More than 20 years	31%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	64%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	23%
Mobile home	2%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	35%
Owned by you or someone in this house with a mortgage or free and clear	65%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	10%
\$600 to \$999 per month	26%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	14%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	65%
Yes	35%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	12%
\$25,000 to \$49,999	24%
\$50,000 to \$99,999	34%
\$100,000 to \$149,000	18%
\$150,000 or more	12%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	7%
Black or African American	4%
White	87%
Other	3%
Total may exceed 100% as respondents could select more than one option	
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	28%
35 to 44 years	13%
45 to 54 years	23%
55 to 64 years	11%
65 to 74 years	10%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	85%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	18%
Yes	78%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	24%
Yes	76%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	21%
Land line	54%
Both	25%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Albemarle County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Albemarle County as a place to live	46%	174	48%	180	5%	19	1%	4	0%	0	100%
Your neighborhood as a place to live	45%	168	43%	160	9%	34	4%	14	0%	0	100%	376
Albemarle County as a place to raise children	42%	157	33%	123	8%	30	0%	1	17%	62	100%	373
Albemarle County as a place to work	22%	83	40%	151	19%	70	6%	24	12%	44	100%	373
Albemarle County as a place to retire	29%	109	33%	123	9%	35	4%	16	25%	93	100%	376
The overall quality of life in Albemarle County	37%	139	53%	198	9%	36	0%	1	0%	1	100%	375

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Albemarle County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	13%	49	57%	209	21%	78	4%	15	4%	14	100%
Openness and acceptance of the community towards people of diverse backgrounds	15%	57	45%	168	29%	106	4%	15	6%	23	100%	370
Overall appearance of Albemarle County	30%	113	60%	222	9%	34	1%	3	0%	1	100%	373
Cleanliness of Albemarle County	27%	102	55%	205	16%	59	1%	5	0%	0	100%	371
Overall quality of new development in Albemarle County	9%	35	46%	167	24%	89	10%	35	11%	40	100%	365
Variety of housing options	10%	38	35%	129	37%	139	12%	44	6%	22	100%	373
Overall quality of business and service establishments in Albemarle County	16%	58	61%	228	19%	70	3%	10	2%	7	100%	373
Shopping opportunities	16%	60	51%	189	25%	92	8%	32	0%	0	100%	374
Opportunities to attend cultural activities	27%	100	43%	159	19%	70	4%	14	8%	30	100%	373
Recreational opportunities	27%	99	47%	175	19%	71	3%	11	4%	14	100%	369
Employment opportunities	6%	21	29%	109	39%	143	12%	45	14%	50	100%	369
Educational opportunities	40%	148	46%	169	9%	35	0%	1	3%	12	100%	365

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Albemarle County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	23%	86	52%	195	19%	72	1%	3	4%	16	100%
Opportunities to volunteer	31%	117	48%	179	10%	37	0%	1	10%	38	100%	373
Opportunities to participate in community matters	20%	72	51%	187	16%	58	1%	5	12%	45	100%	367
Ease of car travel in Albemarle County	12%	45	43%	159	30%	110	13%	50	2%	8	100%	371
Ease of bus travel in Albemarle County	4%	15	18%	66	22%	81	19%	71	37%	137	100%	369
Ease of rail travel in Albemarle County	4%	13	15%	53	20%	73	25%	90	37%	135	100%	365
Ease of bicycle travel in Albemarle County	4%	16	20%	73	27%	99	22%	83	27%	101	100%	372
Ease of walking in Albemarle County	9%	34	31%	114	34%	124	17%	65	9%	33	100%	370
Availability of paths and walking trails	11%	40	37%	137	31%	115	14%	50	7%	27	100%	369
Traffic flow on major streets	3%	12	30%	110	41%	151	24%	88	3%	10	100%	371
Amount of public parking	4%	16	31%	114	36%	132	23%	85	6%	22	100%	370
Availability of affordable quality housing	4%	14	25%	91	34%	125	24%	88	14%	53	100%	372
Availability of affordable quality child care	3%	10	16%	61	21%	78	10%	36	50%	187	100%	372
Availability of affordable quality health care	18%	67	43%	160	18%	66	11%	39	10%	37	100%	371
Availability of affordable quality food	20%	76	51%	192	22%	82	4%	16	2%	6	100%	373
Availability of preventive health services	20%	73	45%	167	17%	64	4%	15	14%	53	100%	372
Air quality	28%	104	54%	200	15%	56	1%	5	2%	8	100%	373
Quality of overall natural environment in Albemarle County	32%	120	55%	204	11%	40	1%	5	1%	4	100%	374
Overall image or reputation of Albemarle County	33%	124	56%	209	9%	34	1%	3	0%	2	100%	370

Question 3: Growth														
Please rate the speed of growth in the following categories in Albemarle County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	4	1%	5	33%	122	30%	112	17%	64	18%	66	100%
Retail growth (stores, restaurants, etc.)	4%	15	18%	67	41%	152	19%	70	9%	34	9%	35	100%	373
Jobs growth	14%	53	40%	149	18%	66	1%	4	1%	2	26%	98	100%	372

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Albemarle County?	Percent of respondents	Count
Not a problem	15%	57
Minor problem	50%	188
Moderate problem	19%	71
Major problem	2%	9
Don't know	13%	50
Total	100%	375

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Albemarle County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	33%	125	49%	186	10%	37	4%	16	2%	6	1%	6	100%
Property crimes (e.g., burglary, theft)	20%	76	55%	206	10%	36	12%	46	2%	6	1%	5	100%	375
Environmental hazards, including toxic waste	43%	161	36%	134	10%	37	2%	9	0%	1	8%	30	100%	373

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	72%	268	24%	89	2%	7	1%	5	1%	2	0%	1	100%
In your neighborhood after dark	46%	171	43%	159	5%	19	4%	14	2%	9	0%	1	100%	373
In Albemarle County's downtown area(s) during the day	46%	169	39%	146	6%	22	4%	14	0%	1	5%	18	100%	370
In Albemarle County's downtown area(s) after dark	10%	39	35%	130	17%	64	21%	77	8%	28	9%	33	100%	370

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the Albemarle County Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the Albemarle County Police Department within the last 12 months?	68%	255	32%	119	0%	0	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the Albemarle County Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Albemarle County Police Department?	52%	29	25%	14	11%	6	12%	6	0%	0	100%	55

Question 8: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	337
Yes	8%	31
Don't know	1%	2
Total	100%	370

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	9%	3
Yes	91%	28
Don't know	0%	0
Total	100%	31

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Albemarle County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Albemarle County public libraries or their services	36%	135	22%	84	24%	91	8%	28	10%	38	100%	375
Used Albemarle County recreation centers	49%	183	23%	85	16%	59	8%	28	4%	16	100%	371
Participated in a recreation program or activity	53%	195	22%	82	14%	50	5%	19	6%	22	100%	367
Visited a neighborhood park or County park	17%	61	26%	96	29%	107	18%	66	10%	38	100%	368
Ridden a local bus within Albemarle County	81%	301	11%	41	4%	16	0%	1	3%	10	100%	370
Attended a meeting of local elected officials or other local	68%	253	24%	90	7%	24	1%	3	1%	2	100%	372

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Albemarle County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
public meeting												
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	58%	217	28%	104	11%	39	2%	7	1%	5	100%	372
Read either of Albemarle County's online newsletters ('The Press Room' or 'A-Mail')	78%	289	15%	55	7%	25	1%	4	0%	1	100%	373
Visited the Albemarle County Web site (at www.albemarle.org)	34%	127	28%	105	25%	93	7%	25	5%	19	100%	369
Recycled used paper, cans or bottles from your home	19%	71	10%	36	14%	52	13%	48	44%	161	100%	367
Volunteered your time to some group or activity in Albemarle County	46%	174	22%	80	16%	60	6%	24	9%	35	100%	374
Participated in a club or civic group in Albemarle County	63%	237	16%	60	12%	44	3%	12	6%	22	100%	374

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	23%	84
Several times a week	27%	99
Several times a month	23%	87
Less than several times a month	28%	103
Total	100%	374

Question 13: Service Quality												
Please rate the quality of each of the following services in Albemarle County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	25%	95	47%	174	11%	40	2%	8	15%	57	100%
Fire services	38%	140	41%	152	3%	10	0%	0	19%	70	100%	372
Ambulance or emergency medical services	38%	141	36%	136	3%	11	0%	1	22%	84	100%	373
Crime prevention	13%	48	44%	163	16%	58	3%	11	24%	88	100%	368
Fire prevention and education	17%	62	45%	165	9%	34	1%	4	28%	105	100%	371
Municipal courts	6%	22	29%	105	10%	35	3%	10	53%	194	100%	367
Traffic enforcement on County road and highways	11%	41	52%	193	23%	85	9%	34	5%	18	100%	371
Road repair	8%	32	38%	143	36%	135	16%	59	1%	6	100%	374
Snow removal on County road and highways	8%	30	41%	152	32%	121	14%	54	4%	15	100%	372
Bus or transit services	6%	20	24%	87	13%	49	9%	34	48%	178	100%	368
Garbage collection	23%	86	38%	140	9%	32	5%	20	24%	89	100%	367
Recycling	19%	71	37%	137	14%	52	12%	42	18%	66	100%	368
Yard waste pick-up	9%	34	21%	79	9%	35	6%	21	54%	199	100%	368
Storm drainage	10%	35	36%	131	21%	76	6%	21	28%	102	100%	366
Drinking water	19%	69	50%	183	15%	56	7%	25	9%	34	100%	367
Sewer services	14%	50	47%	173	12%	42	2%	7	26%	94	100%	366
Power (electric and/or gas) utility	20%	75	55%	205	17%	62	4%	15	3%	12	100%	370
County parks	32%	119	53%	196	7%	27	0%	2	7%	26	100%	370
Recreation programs or classes	15%	53	39%	141	10%	35	1%	3	37%	134	100%	367
Recreation centers or facilities	13%	49	34%	125	12%	46	2%	6	39%	142	100%	368
Albemarle County open space	17%	62	36%	133	16%	57	1%	4	30%	112	100%	368
Nature programs or classes	9%	32	23%	84	10%	38	2%	7	56%	206	100%	367
Availability of historic sites	38%	140	35%	130	9%	34	3%	12	14%	53	100%	368
Land use, planning and zoning	8%	29	26%	97	26%	98	16%	59	24%	89	100%	371
Code enforcement (weeds, abandoned buildings, etc.)	6%	21	27%	97	25%	93	7%	26	35%	128	100%	365
Animal control	13%	47	42%	156	17%	64	2%	7	26%	96	100%	369

Question 13: Service Quality												
Please rate the quality of each of the following services in Albemarle County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Economic development	5%	20	32%	116	28%	103	11%	39	24%	90	100%
Health services	27%	100	44%	163	14%	50	2%	6	14%	51	100%	371
Services to seniors	15%	54	29%	108	10%	39	1%	4	45%	166	100%	370
Services to youth	8%	30	30%	111	14%	52	3%	11	45%	166	100%	369
Services to low-income people	6%	24	22%	80	16%	58	9%	33	47%	173	100%	368
Public library services	26%	94	47%	174	7%	26	1%	4	19%	71	100%	368
Public information services	10%	37	45%	166	16%	57	1%	5	28%	102	100%	368
Public schools	22%	81	45%	164	10%	37	3%	12	20%	73	100%	367
Cable television	10%	35	38%	138	21%	79	12%	45	19%	71	100%	368
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	32	30%	112	21%	79	3%	11	37%	136	100%	370
Preservation of natural areas such as open space, farmlands and greenbelts	13%	48	37%	137	21%	77	11%	40	18%	65	100%	367
Mental health services	4%	15	22%	82	13%	47	3%	12	58%	214	100%	370
Drug and alcohol services	4%	14	18%	67	12%	44	3%	11	63%	232	100%	369
Adult protective services	5%	18	14%	52	11%	41	1%	4	69%	254	100%	368
Agricultural/farm advisor	3%	10	13%	49	9%	32	1%	5	74%	271	100%	368

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	Albemarle County	14%	53	67%	251	14%	52	1%	5	3%	12	100%
The Federal Government	4%	14	31%	115	38%	141	16%	60	11%	42	100%	372
The State Government	3%	10	40%	148	39%	145	8%	29	10%	38	100%	370

Question 15: Recommendation and Longevity											
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		Total
	Recommend living in Albemarle County to someone who asks	51%	190	42%	157	5%	18	2%	7	0%	1
Remain in Albemarle County for the next five years	58%	218	26%	97	4%	16	8%	30	4%	13	100% 374

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	9
Somewhat positive	13%	47
Neutral	45%	168
Somewhat negative	34%	129
Very negative	6%	22
Total	100%	374

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the Albemarle County Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the Albemarle County Fire Department within the last 12 months?	86%	323	14%	51	0%	1	100% 374	

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the Albemarle County Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
	What was your overall impression of your most recent contact with the Albemarle County Fire Department?	58%	29	35%	17	6%	3	2%	1	0%	0

Question 19: Contact with County Employees		
Have you had any in-person, phone or email contact with an employee of Albemarle County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	48%	179
Yes	52%	195
Total	100%	374

Question 20: County Employees												
What was your impression of the employee(s) of Albemarle County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	34%	67	40%	78	19%	36	4%	8	3%	6	100%
Responsiveness	34%	66	41%	79	18%	36	4%	8	3%	6	100%	194
Courtesy	41%	79	34%	66	19%	37	6%	13	0%	0	100%	194
Overall impression	34%	66	39%	76	18%	36	8%	16	0%	0	100%	195

Question 21: Government Performance												
Please rate the following categories of Albemarle County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Albemarle County	7%	26	44%	162	27%	99	12%	43	11%	39	100%
The overall direction that Albemarle County is taking	9%	32	39%	144	32%	119	10%	37	11%	39	100%	371
The job Albemarle County government does at welcoming citizen involvement	9%	32	34%	126	22%	80	9%	33	26%	98	100%	369

Question 22: Custom Question												
Please indicate, how important, if at all, it is for the County to devote resources to the following:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Providing quality education to children	66%	247	27%	101	3%	13	0%	1	4%	14	100%
Providing resources to disadvantaged families and children	29%	109	42%	155	22%	82	3%	9	5%	17	100%	373
Assuring economic growth and opportunity	32%	120	49%	181	15%	55	2%	6	3%	11	100%	374
Providing affordable housing opportunities	26%	98	45%	170	20%	75	6%	23	2%	9	100%	374
Protecting natural resources and the environment	41%	150	43%	161	14%	51	1%	2	2%	6	100%	371
Protecting the rural character of the County	34%	127	37%	138	24%	91	3%	11	1%	4	100%	371
Providing needed public facilities (fire stations, libraries, parks, etc)	46%	173	39%	146	14%	50	0%	0	1%	5	100%	373
Providing needed infrastructure (roads, water and sewer service, etc)	53%	198	36%	133	9%	34	1%	2	1%	4	100%	372

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	28%	102
Yes, full-time	62%	228
Yes, part-time	10%	37
Total	100%	367

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	67%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	3%
Walk	3%
Bicycle	2%
Work at home	13%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Albemarle County?	Percent of respondents	Count
Less than 2 years	15%	57
2 to 5 years	19%	70
6 to 10 years	15%	58
11 to 20 years	19%	71
More than 20 years	31%	117
Total	100%	372

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	64%	240
House attached to one or more houses (e.g., a duplex or townhome)	9%	34
Building with two or more apartments or condominiums	23%	84
Mobile home	2%	8
Other	2%	6
Total	100%	373

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	35%	125
Owned by you or someone in this house with a mortgage or free and clear	65%	234
Total	100%	359

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	5%	19
\$300 to \$599 per month	10%	36
\$600 to \$999 per month	26%	91
\$1,000 to \$1,499 per month	27%	97
\$1,500 to \$2,499 per month	19%	66
\$2,500 or more per month	14%	48
Total	100%	357

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	65%	240
Yes	35%	131
Total	100%	371

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	76%	282
Yes	24%	90
Total	100%	372

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	12%	43
\$25,000 to \$49,999	24%	83
\$50,000 to \$99,999	34%	118
\$100,000 to \$149,000	18%	63
\$150,000 or more	12%	43
Total	100%	350

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	363
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	2
Total	100%	365

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	9
Asian, Asian Indian or Pacific Islander	7%	25
Black or African American	4%	14
White	87%	319
Other	3%	12

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	14
25 to 34 years	28%	105
35 to 44 years	13%	49
45 to 54 years	23%	84
55 to 64 years	11%	39
65 to 74 years	10%	36
75 years or older	11%	41
Total	100%	368

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	195
Male	47%	171
Total	100%	366

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	42
Yes	83%	309
Ineligible to vote	3%	12
Don't know	2%	9
Total	100%	372

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	18%	67
Yes	77%	285
Ineligible to vote	3%	13
Don't know	1%	5
Total	100%	370

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	21
Yes	94%	351
Total	100%	372

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	24%	88
Yes	76%	284
Total	100%	372

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	21%	56
Land line	54%	142
Both	25%	66
Total	100%	264

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

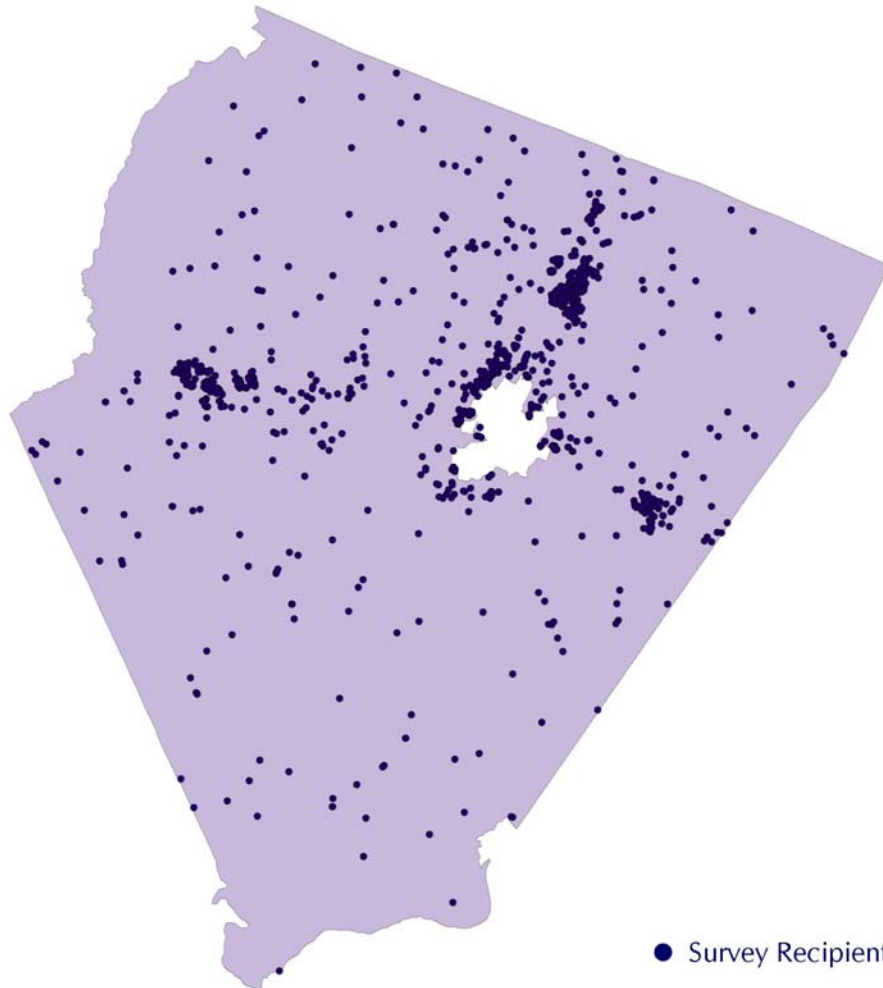
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Albemarle County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Albemarle County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Albemarle County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Albemarle County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Albemarle County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 92: LOCATION OF SURVEY RECIPIENTS

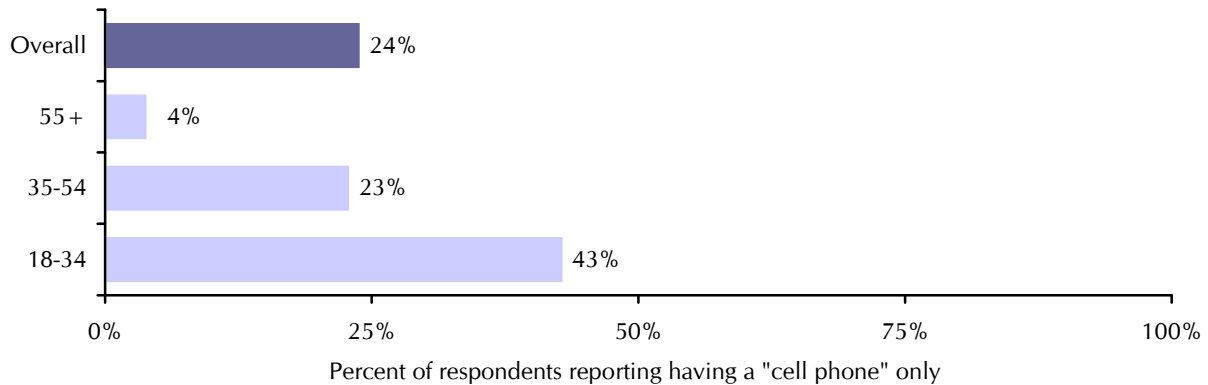
The National Citizen Survey™
Albemarle County, VA 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Albemarle County has a “cord cutter” population less than the nationwide 2010 estimates.

FIGURE 93: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN ALBEMARLE COUNTY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 8, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the County Executive inviting the household to participate, a questionnaire and a postage-paid return envelope and an invitation to complete the survey online. The final mailing contained a reminder letter, another survey and a postage-paid return envelope and an invitation to complete the survey online. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Albemarle County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (378 completed surveys, of which 22 were completed online).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 American Community Census estimates for adults in Albemarle County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of racial or ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Albemarle County Citizen Survey Weighting Table			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	35%	20%	35%
Own home	65%	80%	65%
Detached unit	67%	75%	66%
Attached unit	33%	25%	34%
Race and Ethnicity			
White	84%	89%	84%
Not white	16%	11%	16%
Not Hispanic	97%	99%	99%
Hispanic	3%	1%	1%
White alone, not Hispanic	82%	88%	83%
Hispanic and/or other race	18%	12%	17%
Sex and Age			
Female	53%	56%	53%
Male	47%	44%	47%
18-34 years of age	34%	12%	32%
35-54 years of age	36%	37%	36%
55+ years of age	31%	51%	32%
Females 18-34	17%	7%	16%
Females 35-54	19%	22%	19%
Females 55+	17%	27%	17%
Males 18-34	17%	5%	16%
Males 35-54	17%	15%	17%
Males 55+	14%	24%	14%

² Source: 2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Albemarle County to the Benchmark Database

Albemarle County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (select university communities and peer localities). A benchmark

comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Albemarle County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Albemarle County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Albemarle County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

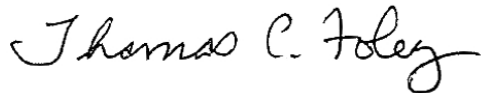
APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Albemarle County.

Dear Albemarle County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Albemarle County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

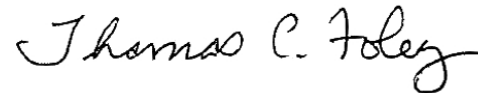


Thomas C. Foley
County Executive

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Sincerely,

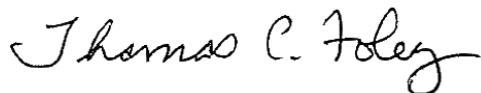


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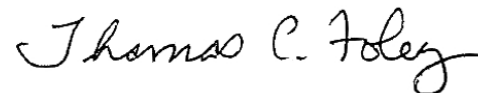


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Sincerely,



Thomas C. Foley
County Executive



Albemarle County
401 McIntire Road
Charlottesville, VA 22902-4596

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Albemarle County
401 McIntire Road
Charlottesville, VA 22902-4596

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Albemarle County
401 McIntire Road
Charlottesville, VA 22902-4596

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Albemarle County
401 McIntire Road
Charlottesville, VA 22902-4596

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



April 2011

Dear Albemarle County Resident:

Albemarle County wants to know what you think about our community and government. You have been randomly selected to participate in Albemarle County's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Albemarle County Supervisors make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Albemarle County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/albemarlecounty.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 434-296-5832.

Please help us shape the future of Albemarle County. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Thomas C. Foley".

Thomas C. Foley
County Executive



April 2011

Dear Albemarle County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Albemarle County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Albemarle County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Supervisors make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us shape the future of Albemarle County. Thank you for your time and participation.

Sincerely,

Thomas C. Foley
County Executive

Albemarle County 2011 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 Albemarle County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Albemarle County as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Albemarle County as a place to raise children	1	2	3	4	5
Albemarle County as a place to work	1	2	3	4	5
Albemarle County as a place to retire	1	2	3	4	5
The overall quality of life in Albemarle County	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Albemarle County	1	2	3	4	5
Cleanliness of Albemarle County	1	2	3	4	5
Overall quality of new development in Albemarle County	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Albemarle County	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Albemarle County	1	2	3	4	5
Ease of bus travel in Albemarle County	1	2	3	4	5
Ease of rail travel in Albemarle County	1	2	3	4	5
Ease of bicycle travel in Albemarle County	1	2	3	4	5
Ease of walking in Albemarle County	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Albemarle County	1	2	3	4	5
Overall image or reputation of Albemarle County	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Albemarle County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Albemarle County?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Albemarle County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. 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 your neighborhood after dark.....	1	2	3	4	5	6
In Albemarle County's downtown area(s) during the day.....	1	2	3	4	5	6
In Albemarle County's downtown area(s) after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Albemarle County Police Department within the last 12 months?

No → Go to Question 9 Yes → Go to Question 8

8. What was your overall impression of your most recent contact with the Albemarle County Police Department?

Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Albemarle County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Albemarle County public libraries or their services	1	2	3	4	5
Used Albemarle County recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or County park.....	1	2	3	4	5
Ridden a local bus within Albemarle County	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read either of Albemarle County's online newsletters ("The Press Room" or "A-Mail")	1	2	3	4	5
Visited the Albemarle County Web site (at www.albemarle.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Albemarle County	1	2	3	4	5
Participated in a club or civic group in Albemarle County.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

Just about every day
 Several times a week
 Several times a month
 Less than several times a month

Albemarle County 2011 Citizen Survey

13. Please rate the quality of each of the following services in Albemarle County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Snow removal on County roads and highways	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Albemarle County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services	1	2	3	4	5
Adult protective services	1	2	3	4	5
Agricultural/Farm advisor	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Albemarle County.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Albemarle County to someone who asks	1	2	3	4	5
Remain in Albemarle County for the next five years.....	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the Albemarle County Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18

18. What was your overall impression of your most recent contact with the Albemarle County Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person or phone contact with an employee of Albemarle County within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of Albemarle County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Albemarle County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Albemarle County.....	1	2	3	4	5
The overall direction that Albemarle County is taking.....	1	2	3	4	5
The job Albemarle County government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for the following question:

Please indicate, how important, if at all, you think it is for the County to devote resources to the following:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Providing quality education to children	1	2	3	4	5
Providing resources to disadvantaged families and children.....	1	2	3	4	5
Assuring economic growth and opportunity.....	1	2	3	4	5
Providing affordable housing opportunities.....	1	2	3	4	5
Protecting natural resources and the environment.....	1	2	3	4	5
Protecting the rural character of the county.....	1	2	3	4	5
Providing needed public facilities (fire stations, libraries, parks, etc).....	1	2	3	4	5
Providing needed infrastructure (roads, water and sewer service, etc.)	1	2	3	4	5

Albemarle County 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, Rail or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Albemarle County?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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