

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for Stafford County

June 7, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

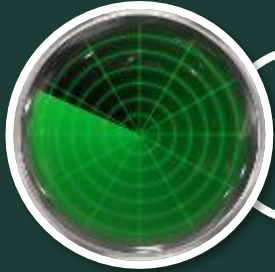
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

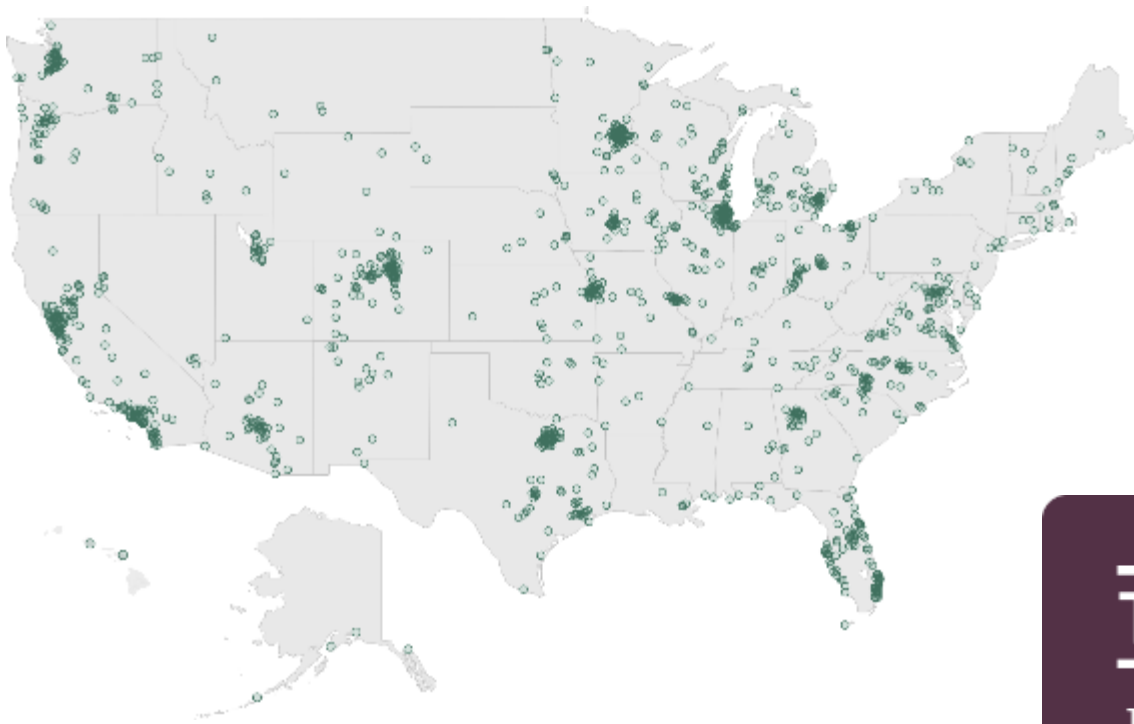


The National Community Survey™ in Stafford County

The NCS™ for Stafford County, VA

- First time conducting The NCS
- Survey conducted from March 10, 2022 to April 28, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 4,500 households (1,500 Group A, 3,000 Group B)
 - 529 total responses received
 - 12% overall response rate
 - Non-probability, open-participation sample: 569 responses
- Results statistically weighted to reflect Stafford County overall
- 95% confidence interval with a +/- 4% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.



Overview of Survey Results

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Stafford County as a whole.
(% excellent or good)

| | | vs. benchmark* |
|---|-----|-------------------|
| Overall economic health of Stafford County | 61% | Similar |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Stafford County | 27% | Much lower |
| Overall design or layout of Stafford County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | 34% | Lower |
| Overall quality of the utility infrastructure in Stafford County (water, sewer, storm water, electric/gas, broadband) | 55% | Similar |
| Overall feeling of safety in Stafford County | 75% | Similar |
| Overall quality of the natural environment in Stafford County | 60% | Lower |
| Overall quality of parks and recreation opportunities | 63% | Lower |
| Overall health and wellness opportunities in Stafford County | 57% | Similar |
| Overall opportunities for education, culture, and the arts | 42% | Lower |
| Residents' connection and engagement with their community | 42% | Lower |

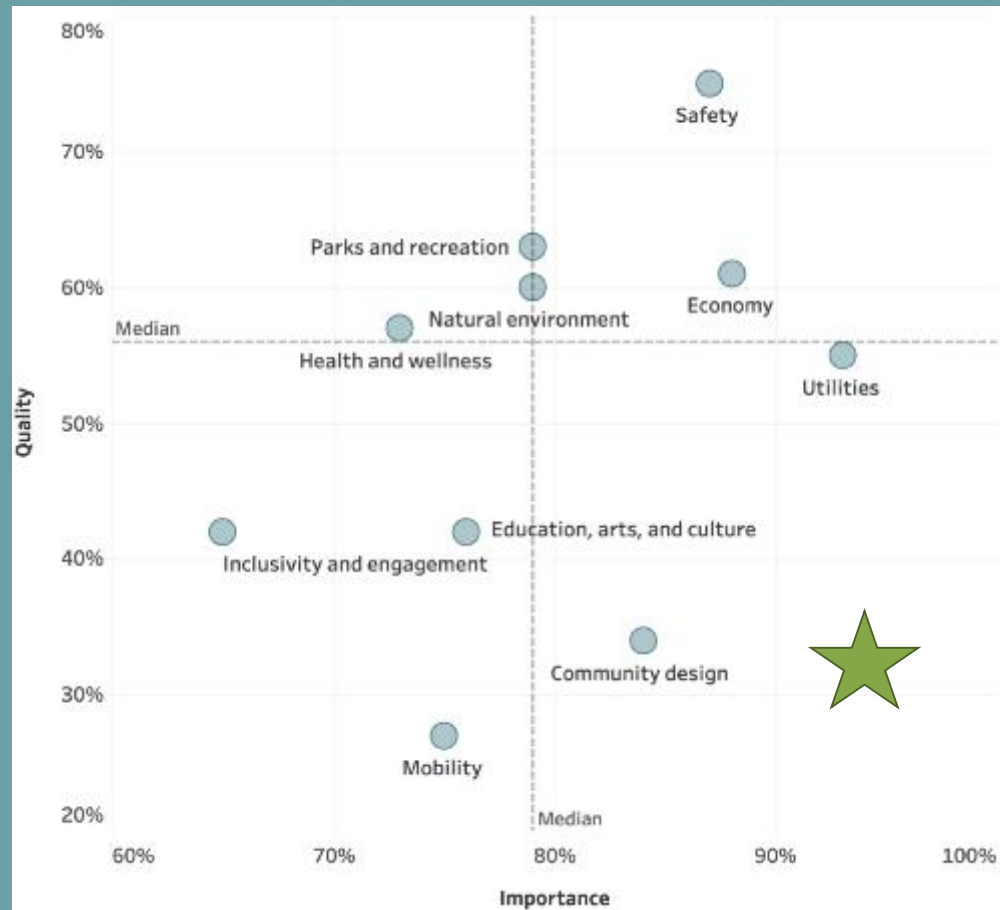
Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Stafford County community to focus on each of the following in the coming two years.

(% essential or very important)

| | | |
|---|-----|---------|
| Overall economic health of Stafford County | 88% | Similar |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Stafford County | 75% | Similar |
| Overall design or layout of Stafford County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | 84% | Similar |
| Overall quality of the utility infrastructure in Stafford County (water, sewer, storm water, electric/gas, broadband) | 93% | Similar |
| Overall feeling of safety in Stafford County | 87% | Similar |
| Overall quality of the natural environment in Stafford County | 79% | Similar |
| Overall quality of parks and recreation opportunities | 79% | Similar |
| Overall health and wellness opportunities in Stafford County | 73% | Similar |
| Overall opportunities for education, culture, and the arts | 76% | Similar |
| Residents' connection and engagement with their community | 65% | Similar |

Balancing Quality and Importance



Comparisons to National Benchmarks



Comparisons to Custom/Peer Benchmarks

Custom/peer benchmark group: Communities of similar population size and similar median household incomes



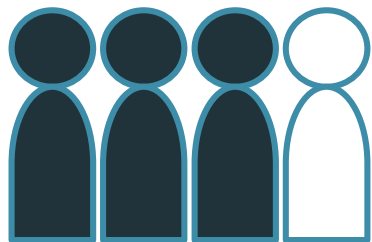
Survey Highlights

Key Finding #1:

**Stafford County
residents
experience a
positive quality of
life and a strong
sense of safety.**



Overall Community Quality



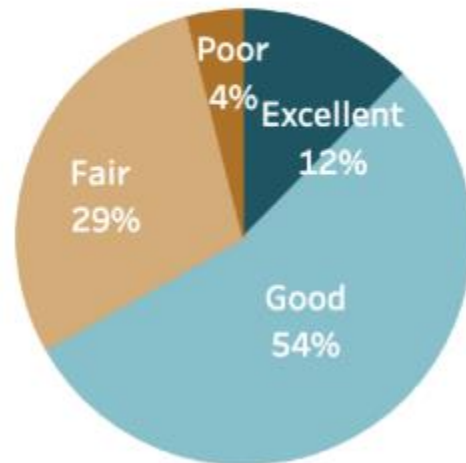
About

3 in 4

residents gave **excellent** or **good** ratings to:

- Stafford County as a place to live
- Stafford County as a place to raise children

The overall quality of life in Stafford County

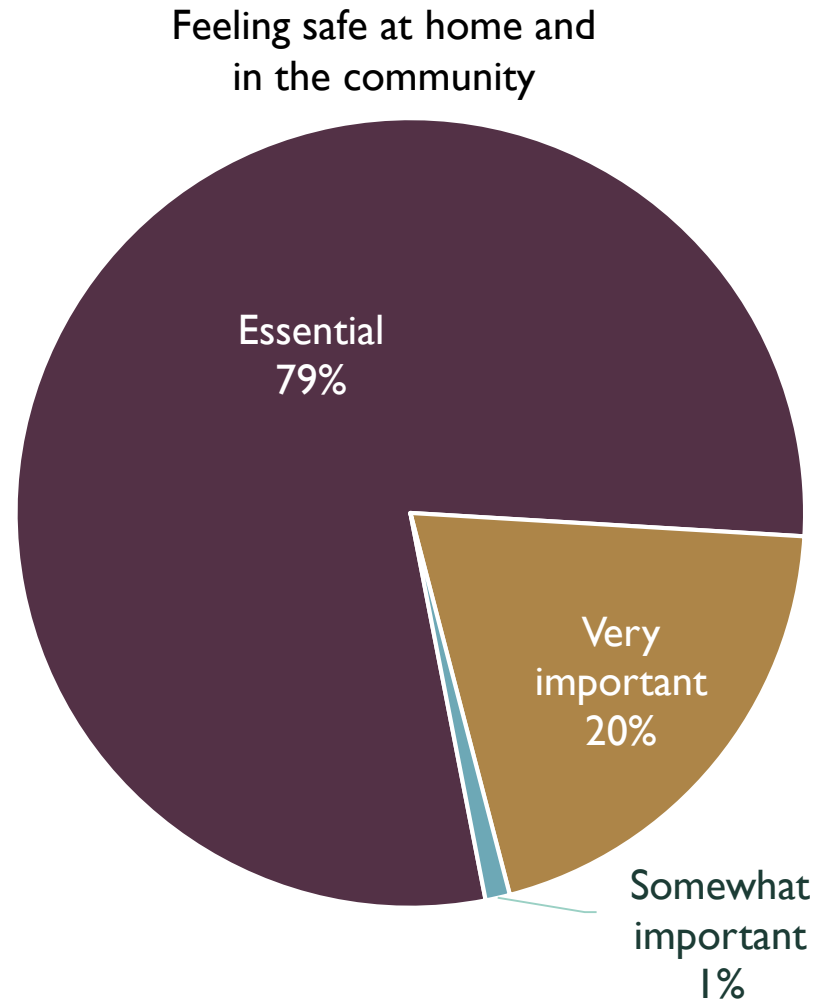


7 in 10 residents also:

- Would recommend Stafford County as a place to live
- Plan to remain in Stafford County for next 5 years

Overall Importance of Safety

How important to you, if at all, are each of these aspects to create/preserve a sense of community?



Safety in Stafford County

Overall feeling of safety in Stafford County



Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day

93%

Similar

From violent crime

83%

Similar

In Stafford County’s downtown/commercial area during the day

81%

Similar

From fire, flood, or other natural disaster

79%

Similar

From property crime

78%

Similar

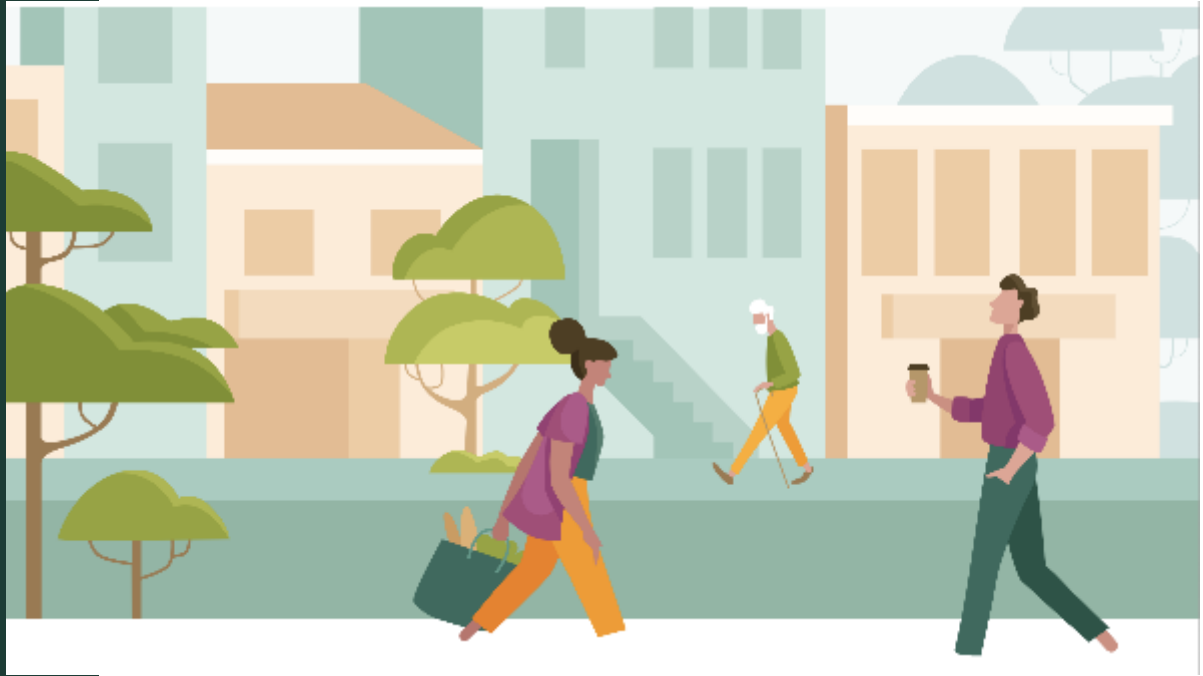
Safety in Stafford County

Please rate the quality of each of the following services in Stafford County. Keep in mind that the County may not provide some of these services.
(% excellent or good)

| | | |
|---|-----|---------|
| Fire services | 87% | Similar |
| Ambulance or emergency medical services | 86% | Similar |
| Police/Sheriff services | 81% | Similar |
| Animal control | 80% | Similar |
| Crime prevention | 79% | Similar |
| Fire prevention and education | 76% | Similar |

Key Finding #2:

Residents appreciate many aspects of the county's economy and highlight some potential areas for growth.



The Economy in Stafford County

60%

rated Stafford County's
overall economic health
as excellent or good

Please rate each of the following aspects of quality of life in Stafford County.
(% excellent or good)

Stafford County as a place to work

57%

vs.
benchmark*

Similar

Please rate each of the following in the Stafford County community.
(% excellent or good)

Overall quality of business and service establishments in Stafford County

54%

Similar

Shopping opportunities

44%

Similar

Employment opportunities

43%

Similar

Economic Challenges in Stafford County

Please rate each of the following aspects of quality of life in Stafford County.
(% excellent or good)

vs.
benchmark*

Stafford County as a place to visit

44%

Lower

Please rate each of the following in the Stafford County community.
(% excellent or good)

Variety of business and service establishments in Stafford County

40%

Lower

Vibrancy of downtown/commercial area

33%

Lower

Please rate the quality of each of the following services in Stafford County. Keep in mind that the County may not provide some of these services.
(% excellent or good)

Economic development

35%

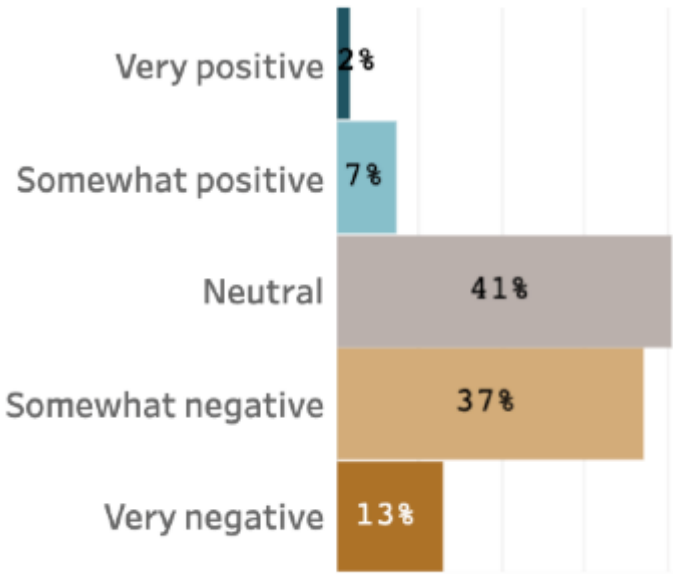
Lower

Concerns About Economic Impacts

How much, if at all, has COVID-19 impacted your household income?



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:



Key Finding #3:

**Mobility may
be an area of
opportunity for
the County.**



Mobility Strengths in Stafford County

Please also rate each of the following in the Stafford County community.
(% excellent or good)

Ease of public parking

53%

Similar

Please rate the quality of each of the following services in Stafford County. Keep in mind that the County may not provide some of these services.
(% excellent or good)

Traffic enforcement

48%

Similar

Traffic signal timing

46%

Similar

Mobility Challenges in Stafford County

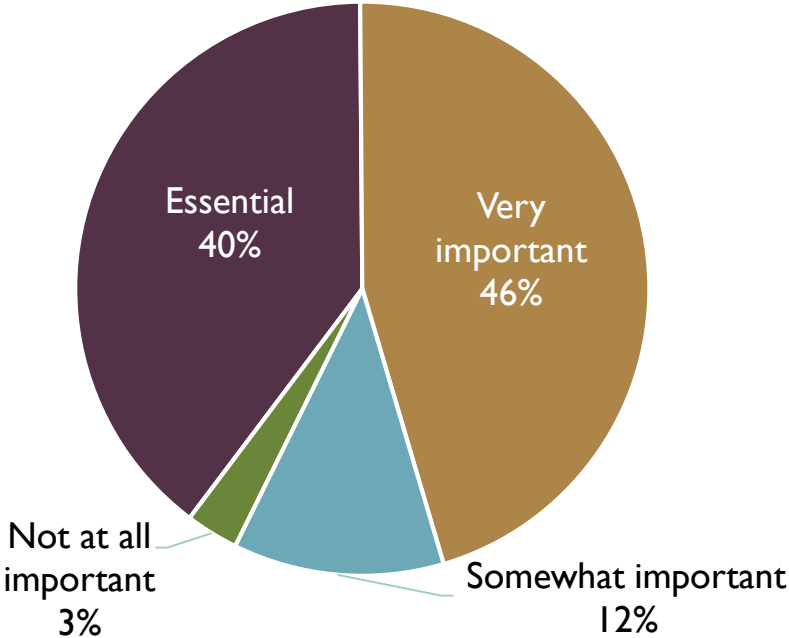
Please also rate each of the following in the Stafford County community.
(% excellent or good)

| | | |
|--|-----|------------|
| Ease of travel by car in Stafford County | 38% | Lower |
| Ease of walking in Stafford County | 20% | Much lower |
| Traffic flow on major streets | 18% | Much lower |
| Sidewalk maintenance | 36% | Lower |
| Snow removal | 35% | Lower |
| Street lighting | 35% | Lower |
| Street cleaning | 33% | Much lower |
| Bus or transit services | 29% | Lower |
| Street repair | 26% | Lower |

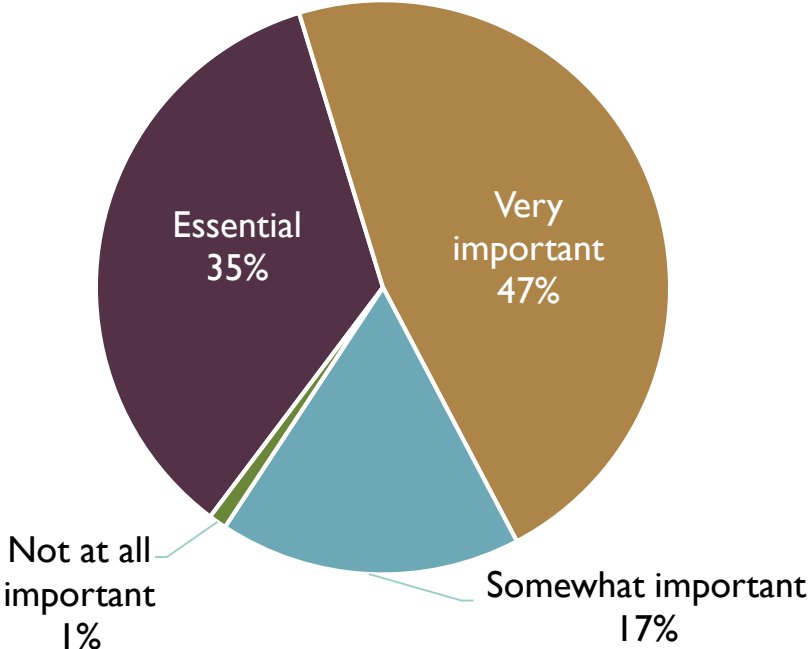
Importance of Mobility to Residents

How important to you, if at all, are each of these aspects to create/preserve a sense of community?

Having neighborhoods that are easy to walk around



Easy access to amenities such as parks, shopping, etc.



Key Finding #4:

**Residents value
the county's utility
infrastructure.**



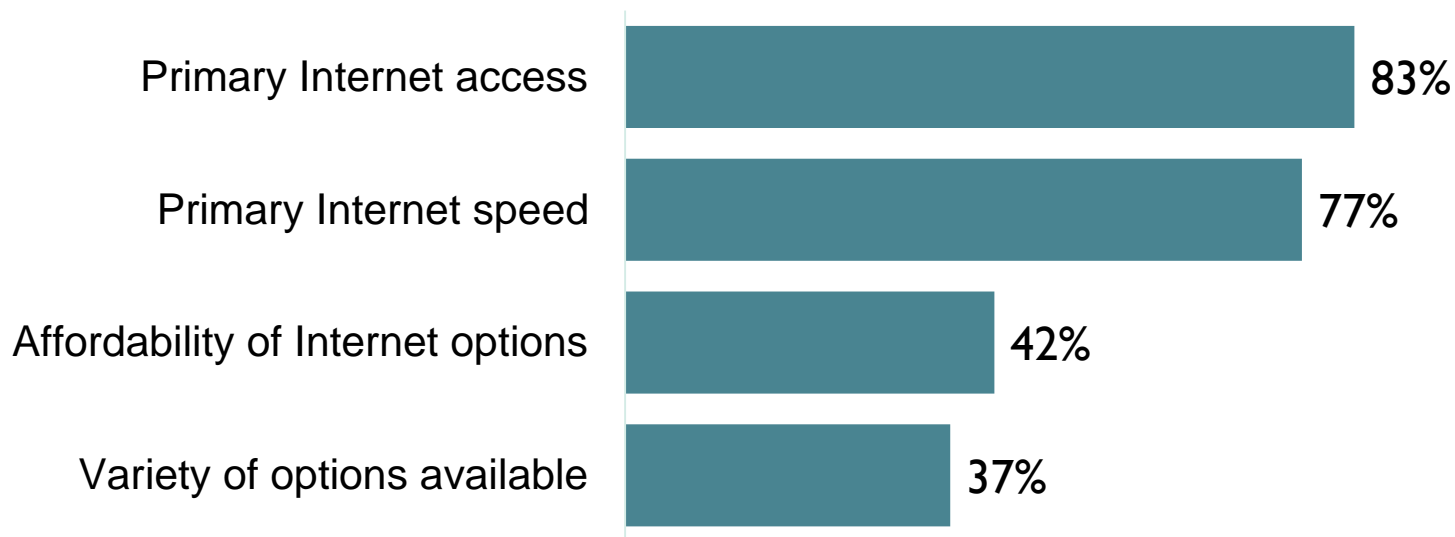
Utilities in Stafford County

Please rate the quality of each of the following services in Stafford County. Keep in mind that the County may not provide some of these services.
(% excellent or good)

| | | |
|---|-----|---------|
| Sewer services | 76% | Similar |
| Drinking water | 73% | Similar |
| Garbage collection | 70% | Similar |
| Storm water management (storm drainage, dams, levees, etc.) | 64% | Similar |
| Utility billing | 62% | Similar |
| Power (electric and/or gas) utility | 60% | Lower |
| Affordable high-speed internet access | 43% | Similar |

Internet Access in Stafford County

How would you rate your household on the following?



Percent excellent or good

Additional Special Topics

13. How important to you, if at all, are each of these aspects to create/preserve a sense of community?

| | Essential | Very important | Somewhat important | Not at all important | Don't know |
|---|-----------|----------------|--------------------|----------------------|------------|
| Knowing and being friendly with your neighbors..... | 1 | 2 | 3 | 4 | 5 |
| Attending community events..... | 1 | 2 | 3 | 4 | 5 |
| Having informal public spaces to gather such as downtown, parks or community centers..... | 1 | 2 | 3 | 4 | 5 |
| Easy access to amenities such as parks, shopping, etc. | 1 | 2 | 3 | 4 | 5 |
| Feeling safe at home and in the community..... | 1 | 2 | 3 | 4 | 5 |
| Having neighborhoods that are easy to walk around | 1 | 2 | 3 | 4 | 5 |
| Limiting the speed of residential growth | 1 | 2 | 3 | 4 | 5 |
| Limiting the speed of commercial growth | 1 | 2 | 3 | 4 | 5 |
| Maintaining the rural character of community..... | 1 | 2 | 3 | 4 | 5 |

14. How would you rate your household on the following?

| | Excellent | Good | Fair | Poor | Don't know |
|---|-----------|------|------|------|------------|
| Primary Internet access | 1 | 2 | 3 | 4 | 5 |
| Primary Internet speed..... | 1 | 2 | 3 | 4 | 5 |
| Affordability of internet options | 1 | 2 | 3 | 4 | 5 |
| Variety of options available..... | 1 | 2 | 3 | 4 | 5 |

15. How much, if at all, has COVID-19 impacted your household income?

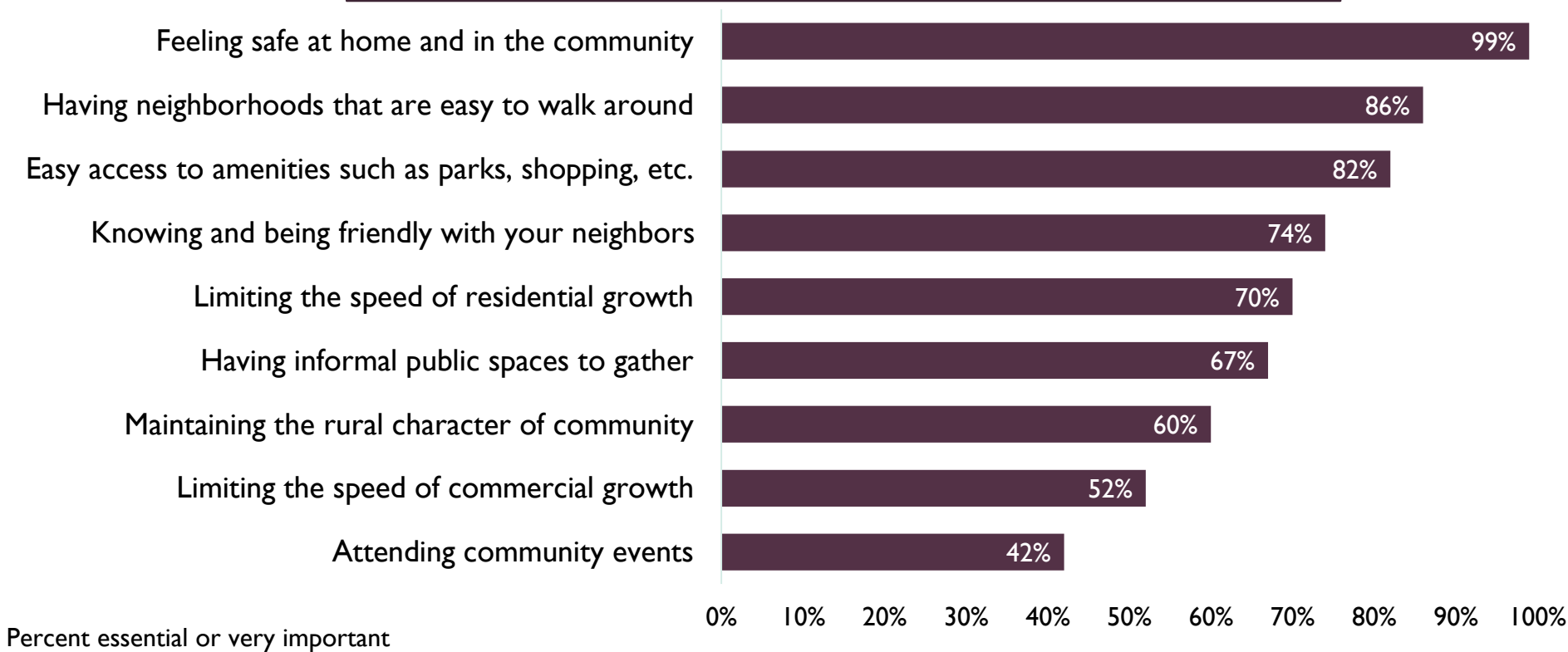
☐ Major negative impact ☐ Slight negative impact ☐ No impact ☐ Slight positive impact ☐ Major positive impact

16. Which of the following have you done in the past 2 years?

| | No | Yes |
|---|----|-----|
| Voted in a local election | 1 | 2 |
| Contacted my local government to share my opinion | 1 | 2 |
| Attended a local government public meeting..... | 1 | 2 |
| Volunteered to be on a local advisory committee | 1 | 2 |

Community Priorities

How important to you, if at all, are each of these aspects to create/preserve a sense of community?



Civic Engagement

Which of the following have you done in the past 2 years?



Conclusions

1. Stafford County residents experience a positive quality of life and a strong sense of safety.
2. Residents appreciate many aspects of the county's economy and highlight some potential areas for growth.
3. Mobility may be an area of opportunity for the County.
4. Residents value the county's utility infrastructure.



Continue Engagement Through The Policy Lifecycle

Don't let the community input and dialogue conclude with the survey.



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

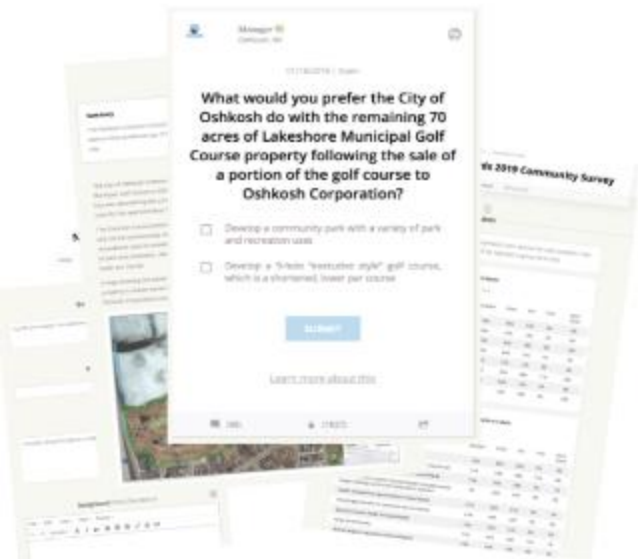
"Do you believe we should be using pesticides on public property?"

Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



It's Easy To Continue To Engage Your Panel

Post



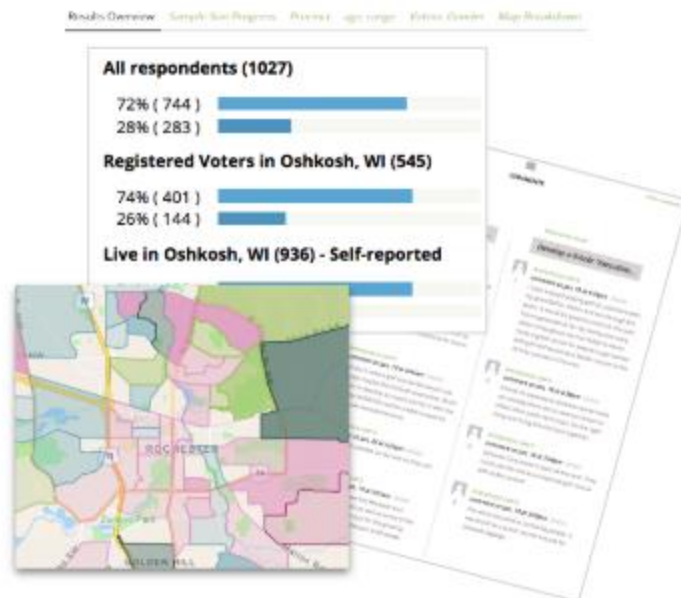
- Library of professional civic content
- Easily post custom surveys & polls

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze



- Maps, trendlines and dashboards
- Advanced benchmarking analyses



The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

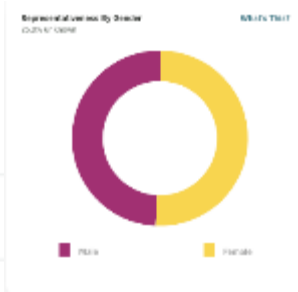
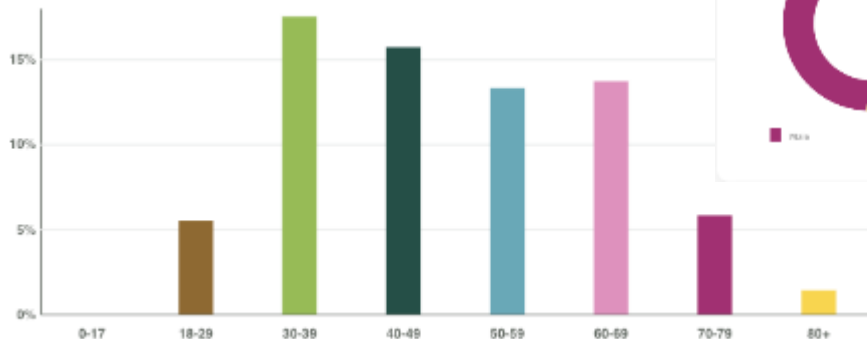


Better balanced participation



Save staff time and effort

Representativeness By Age
27.2% unknown



Total Response

What's This?

15,301

15%in 90 last 30 days

Subscriber Growth Over Time (per month)

What's This?



Polco

Oshkosh | View Profile | Edit Profile

Dashboard

Content

Outreach

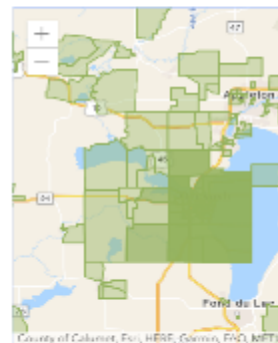
Partners

Support

Configuration

Dashboard

Subscriber Locations



Subscriber growth Over Time

Questions?

Thank you!

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