

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Stafford County, VA

The National Community Survey™

2024 Results





Civic Communication & Analytics Platform

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

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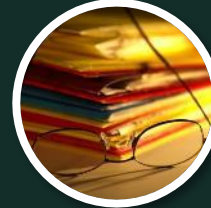
Resident Surveys in Local Governance



**Monitor trends
in resident
opinion**



**Measure
government
performance**



**Inform budget,
land use,
strategic
planning
decisions**



**Benchmark
against other
communities**

The NCS™ Facets of Community Livability



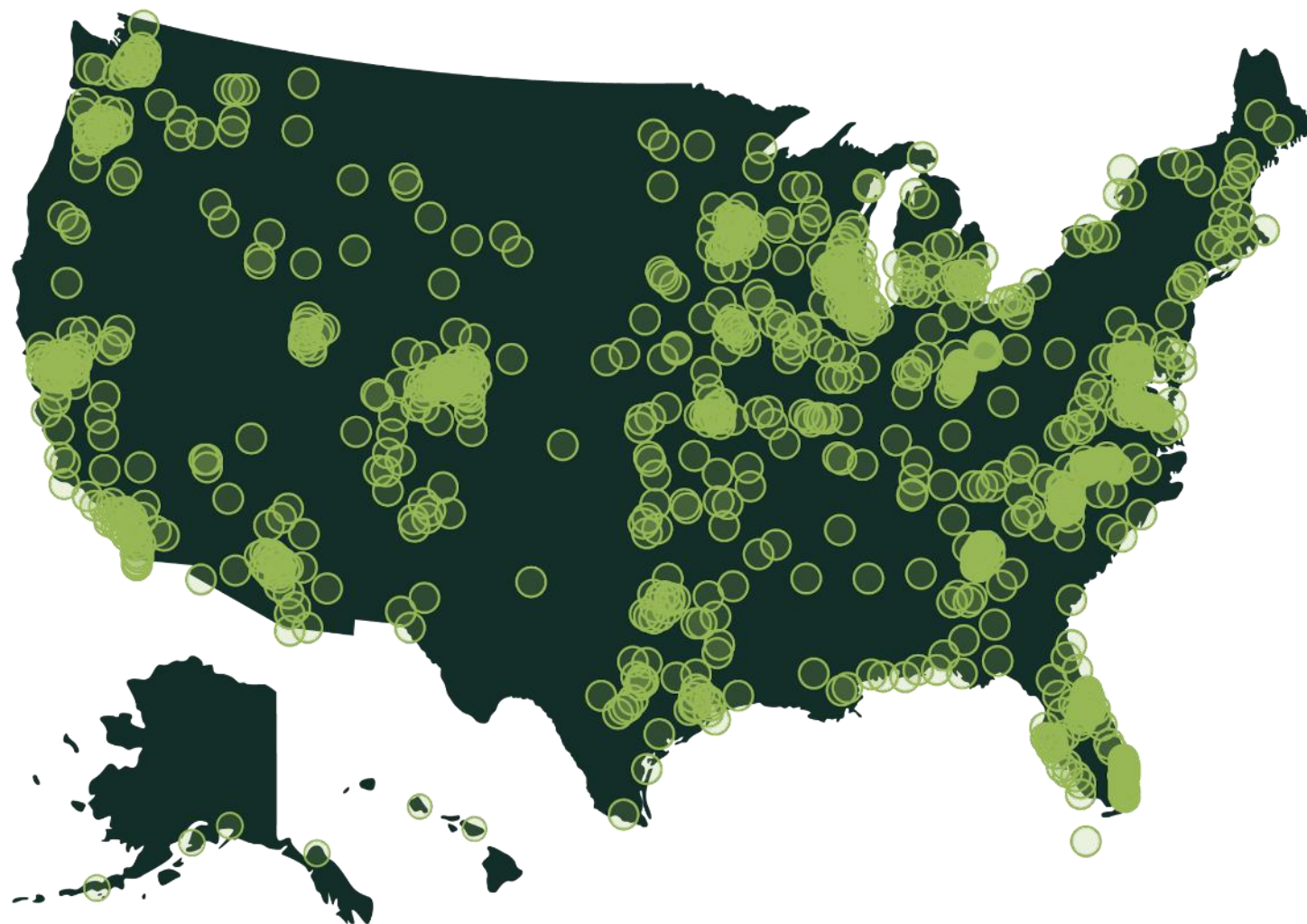
The National Community Survey™ in Stafford County



The NCS™ for Stafford County, VA

- 2nd time conducting The NCS (previous survey in 2022)
- Survey conducted from March 1, 2024– April 12, 2024
- Mailing approach employed:
 - Probability-based sample of 4,500 randomly selected households
 - 469 total responses received
 - 11% overall response rate
 - Non-probability, open-participation survey: 617 responses
- Results statistically weighted to reflect Stafford County overall
- 95% confidence interval with a +/- 4.5% margin of error

Polco's Benchmarking Database



More than
500
comparison
communities
across the
nation.

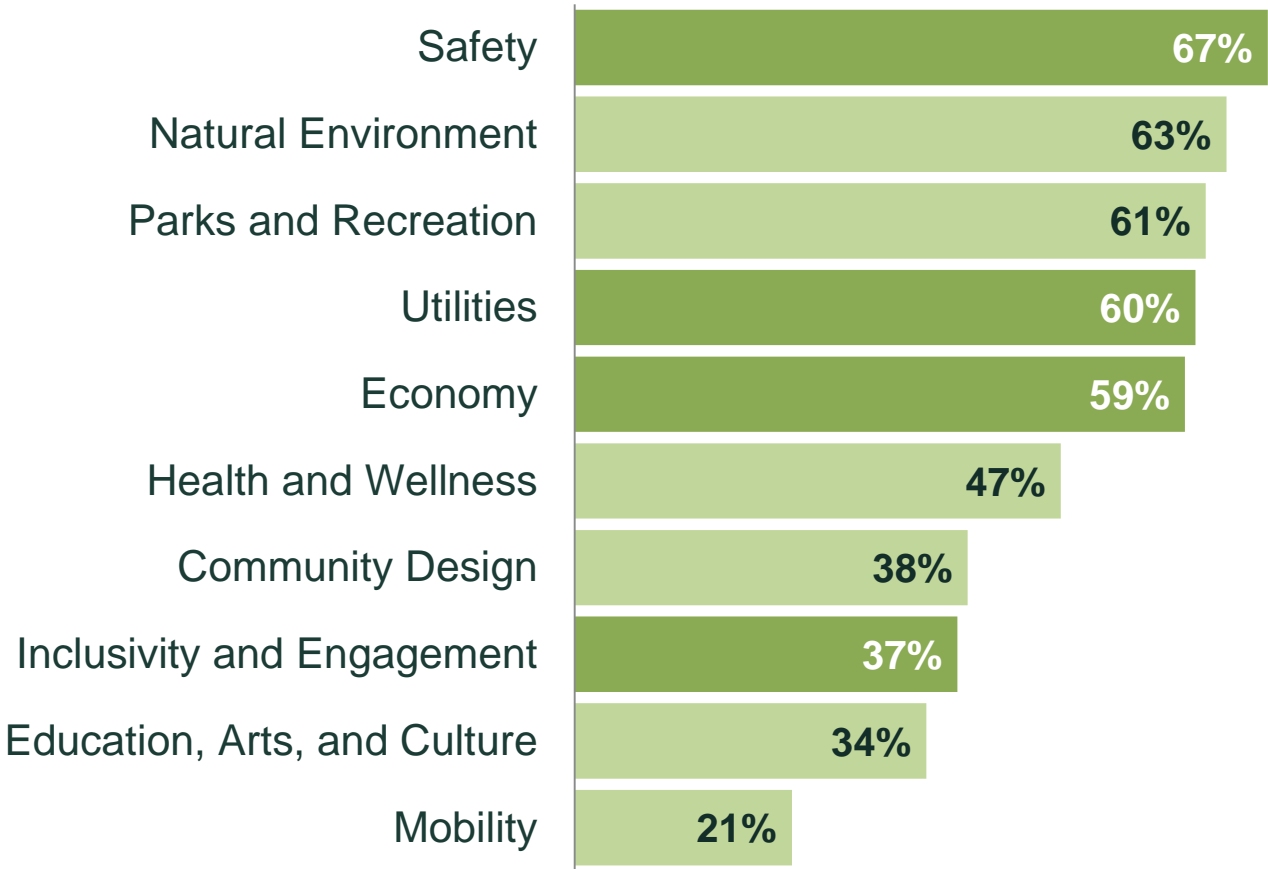
Representing
the opinions
of more than
50 million
residents.



Overview of Survey Results



Facets of Community Livability: Quality



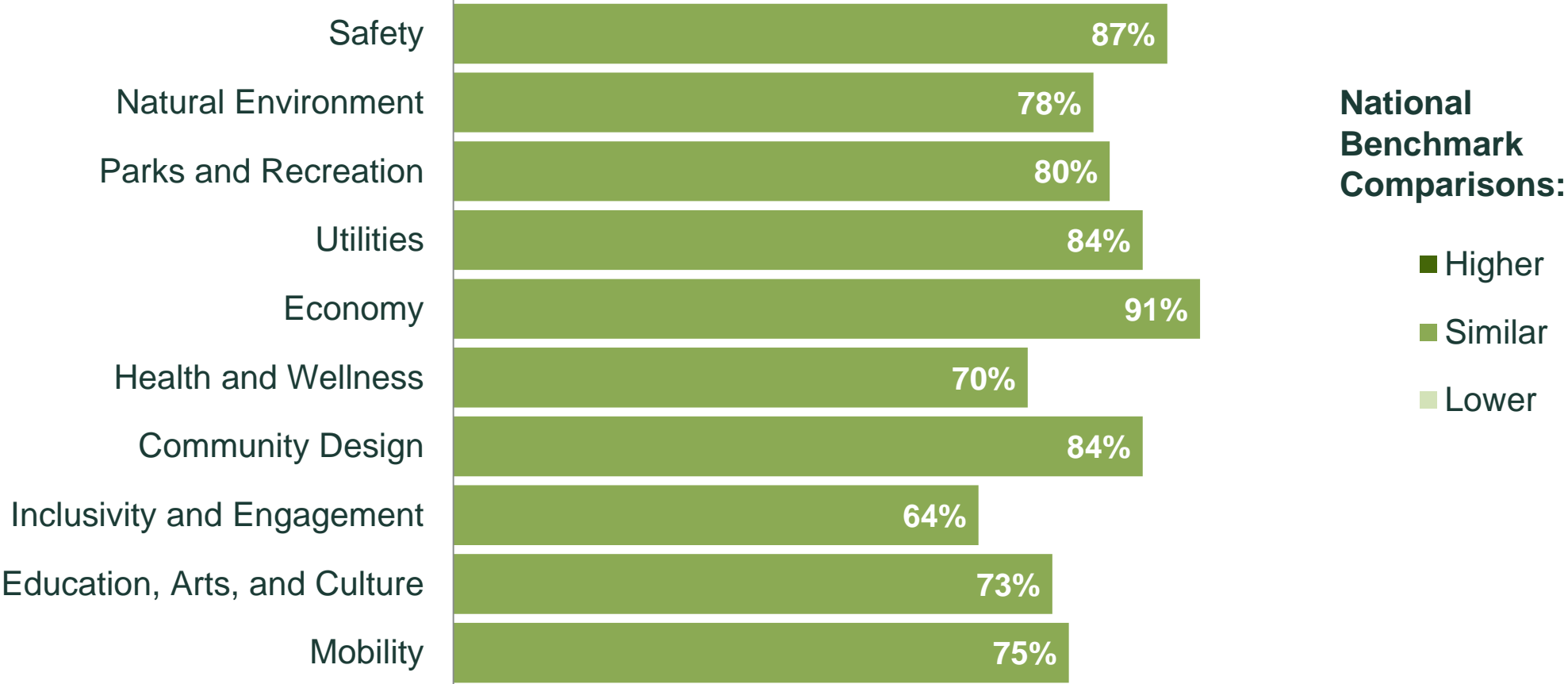
National Benchmark Comparisons:

- Higher
- Similar
- Lower

Percent excellent or good



Facets of Community Livability: Importance

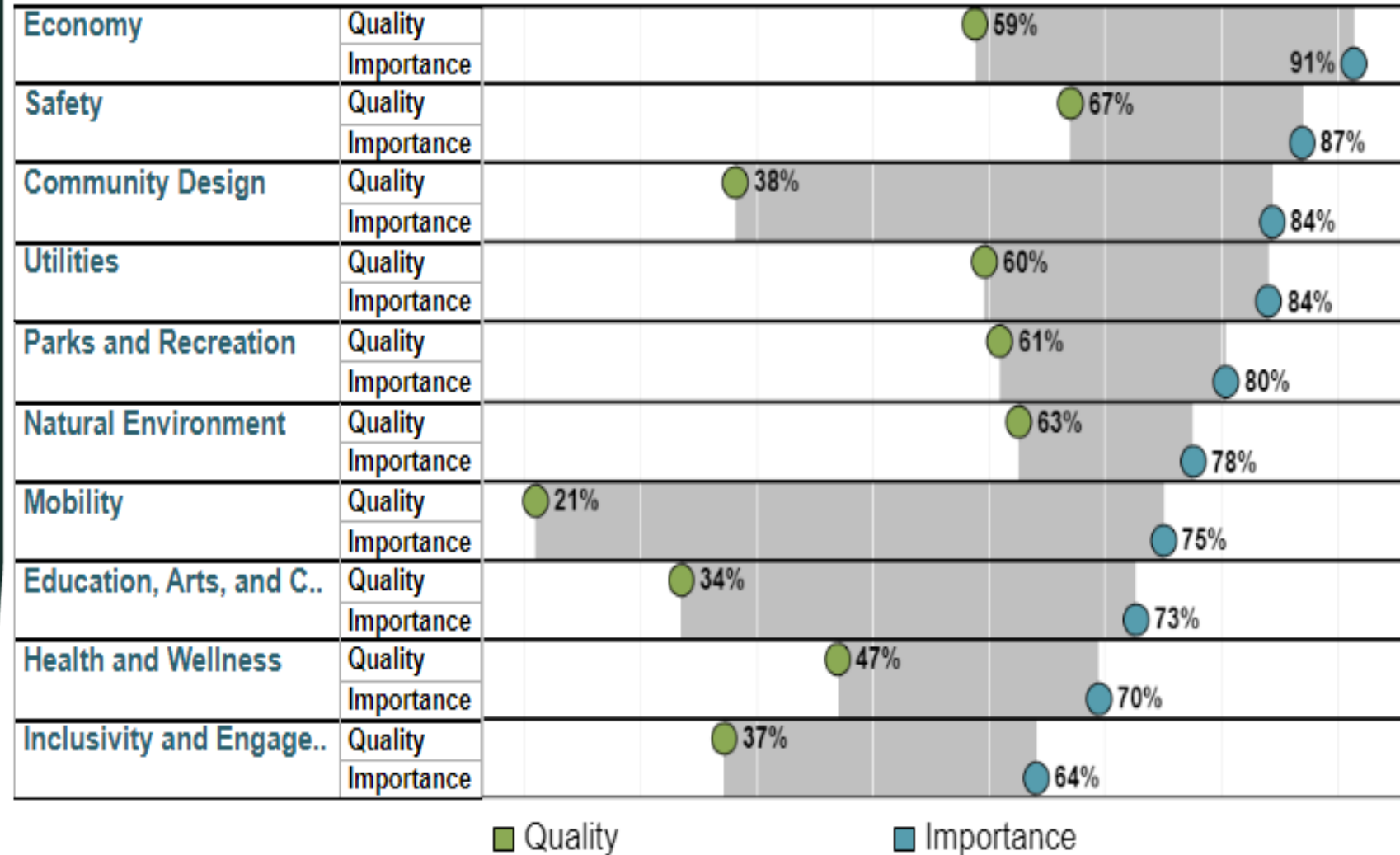


Percent essential or very important



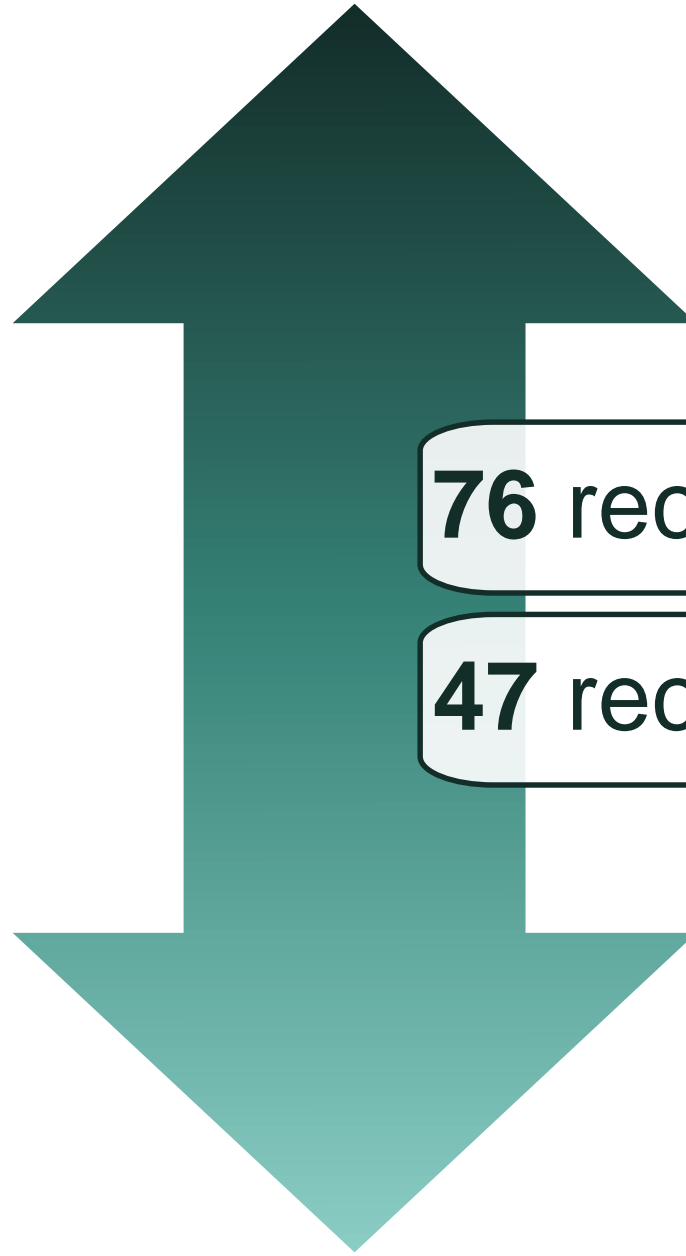


Balancing Quality and Importance



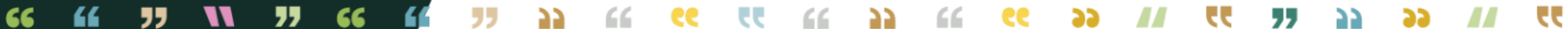


Comparisons to National Benchmarks



76 received **similar** ratings

47 received **lower** ratings





Comparisons to Custom Benchmarks



65 received **similar** ratings

58 received **lower** ratings





Comparisons to Previous Survey (2022)

23 received **higher** ratings

78 received **similar** ratings

22 received **lower** ratings





Key Findings





Highest-performing Areas



Safety in Stafford County



About
8 in 10

residents felt very or somewhat safe from:

- From fire, flood, or other natural disaster*
- From violent crime
- From property crime

5 in 10 residents

- Gave positive marks to emergency preparedness*

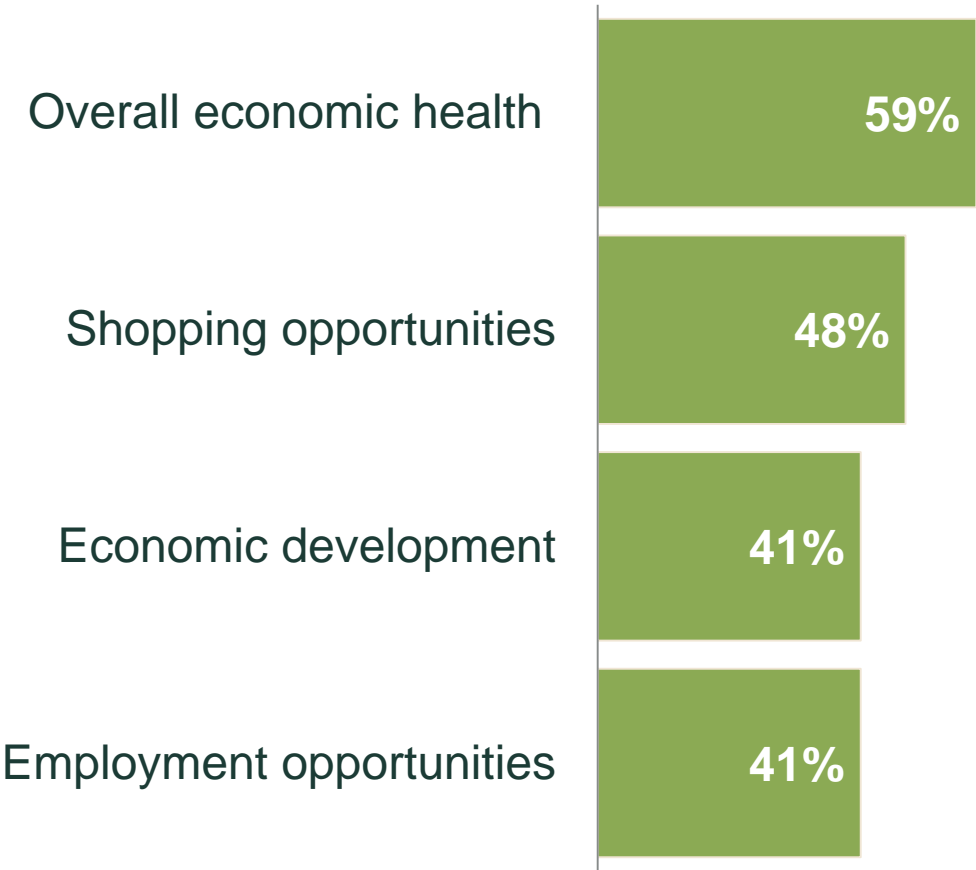
Economy in Stafford County



Please rate each of the following:

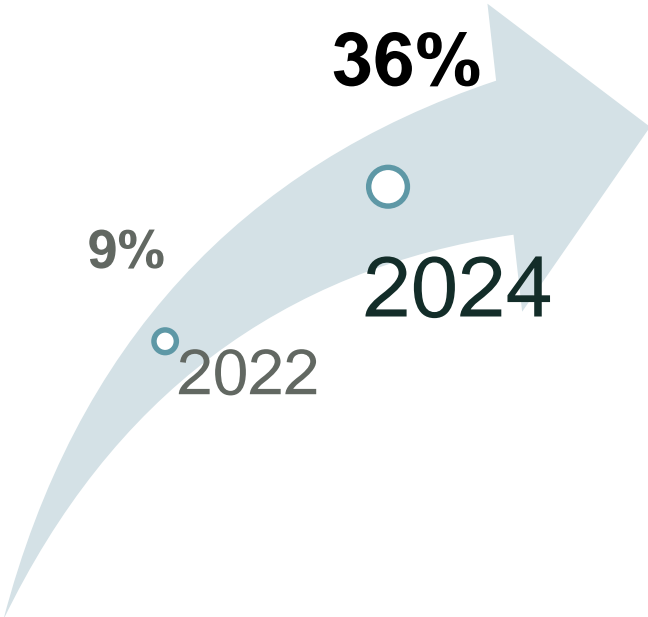
National
Benchmark
Comparison

- Higher
- Similar
- Lower

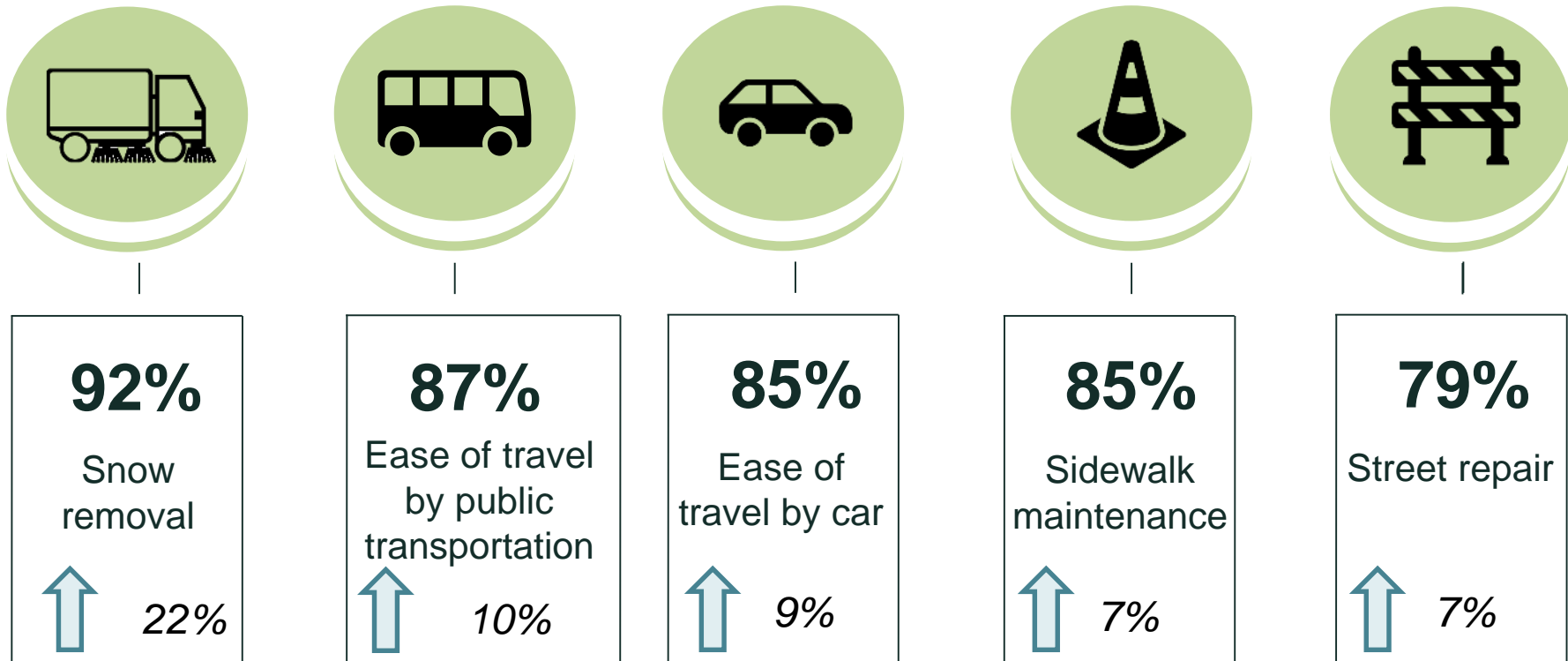


Percent excellent or good

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:



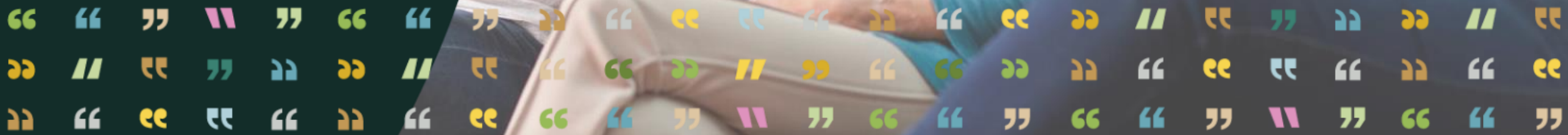
Mobility in Stafford County



Percent excellent or good



Lowest- performing reas



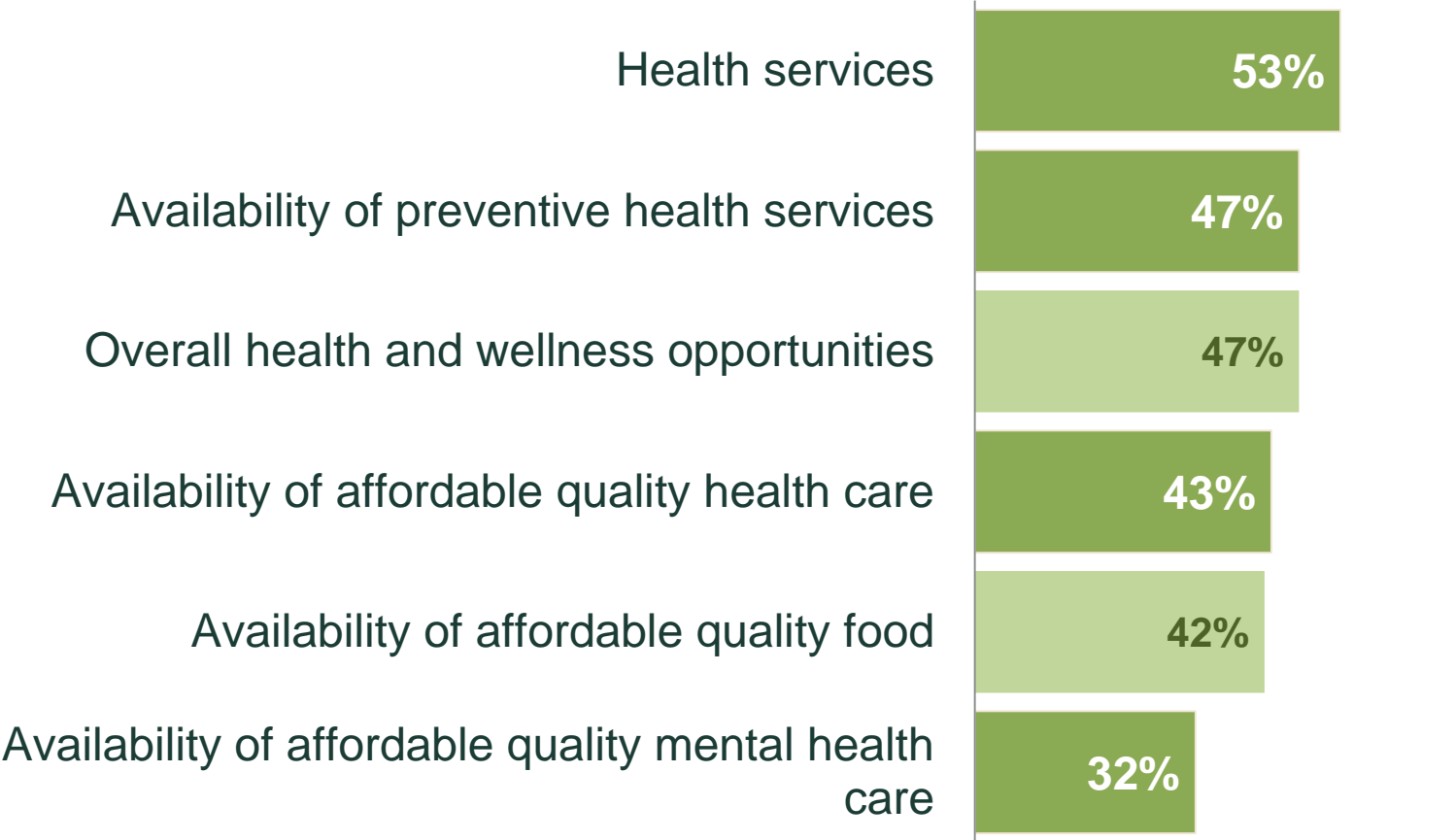
Health and Wellness in Stafford County



Please rate the following categories:

**National
Benchmark
Comparison**

- Higher
- Similar
- Lower



Percent excellent or good

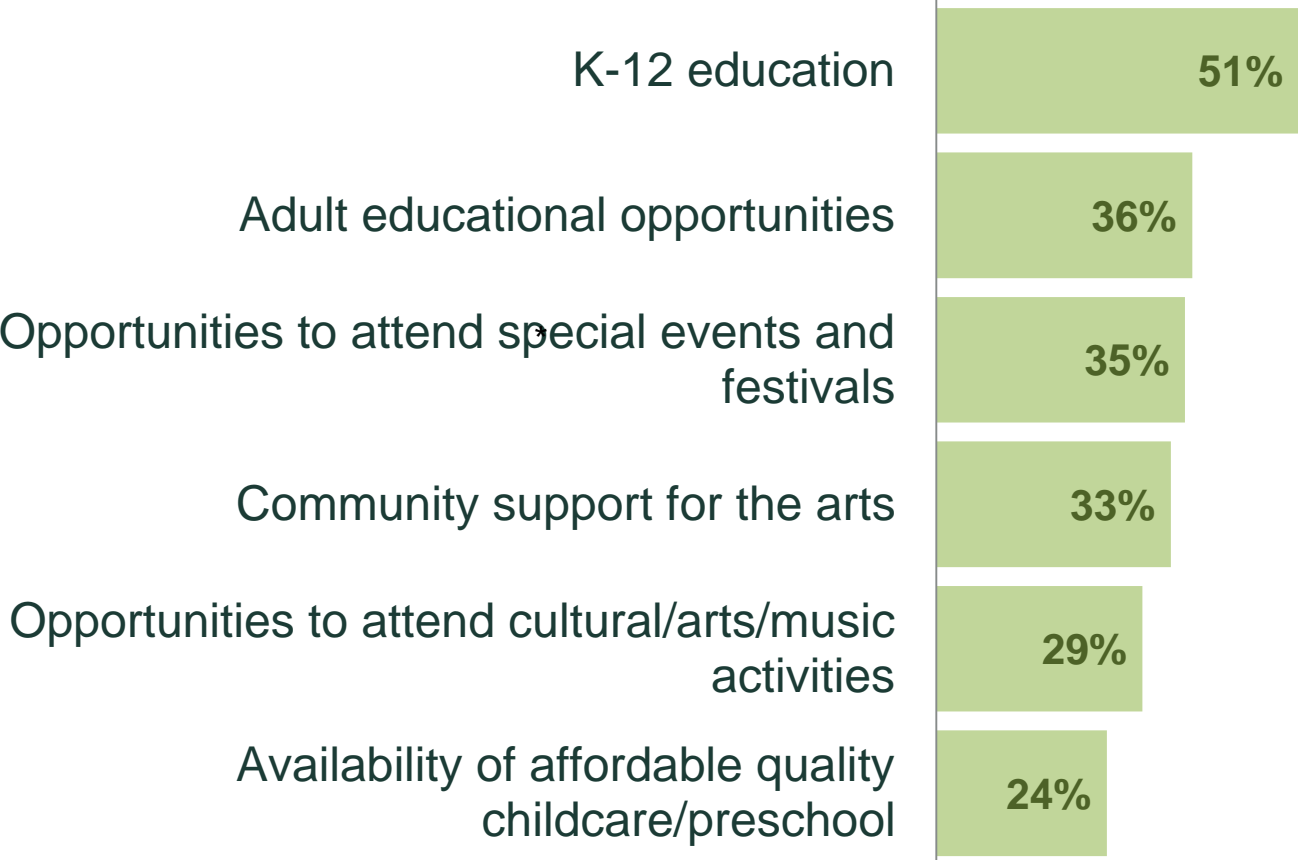
Education, Arts, and Culture in Stafford County



Please rate the following categories:

National
Benchmark
Comparison

- Higher
- Similar
- Lower



Percent excellent or good

Economy in Stafford County



Please rate each of the following:

National Benchmark Comparison

■ Higher

■ Similar

■ Lower

Overall quality of business and service establishments

54%

Stafford County as a place to work

50%

Stafford County as a place to visit

40%

Vibrancy of downtown/commercial area

35%

Cost of living

22%

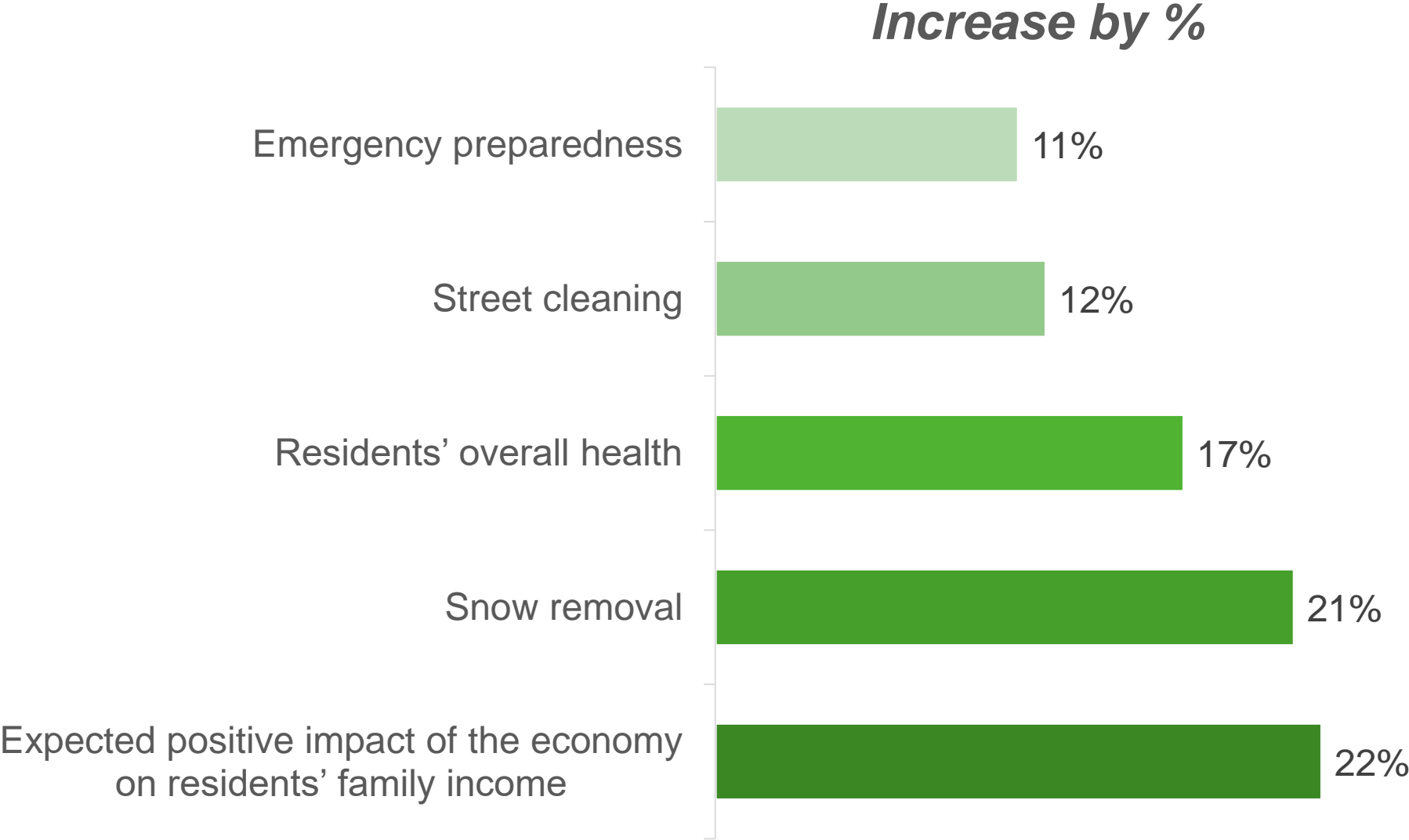
Percent excellent or good



Areas of Greatest Change Since 2022



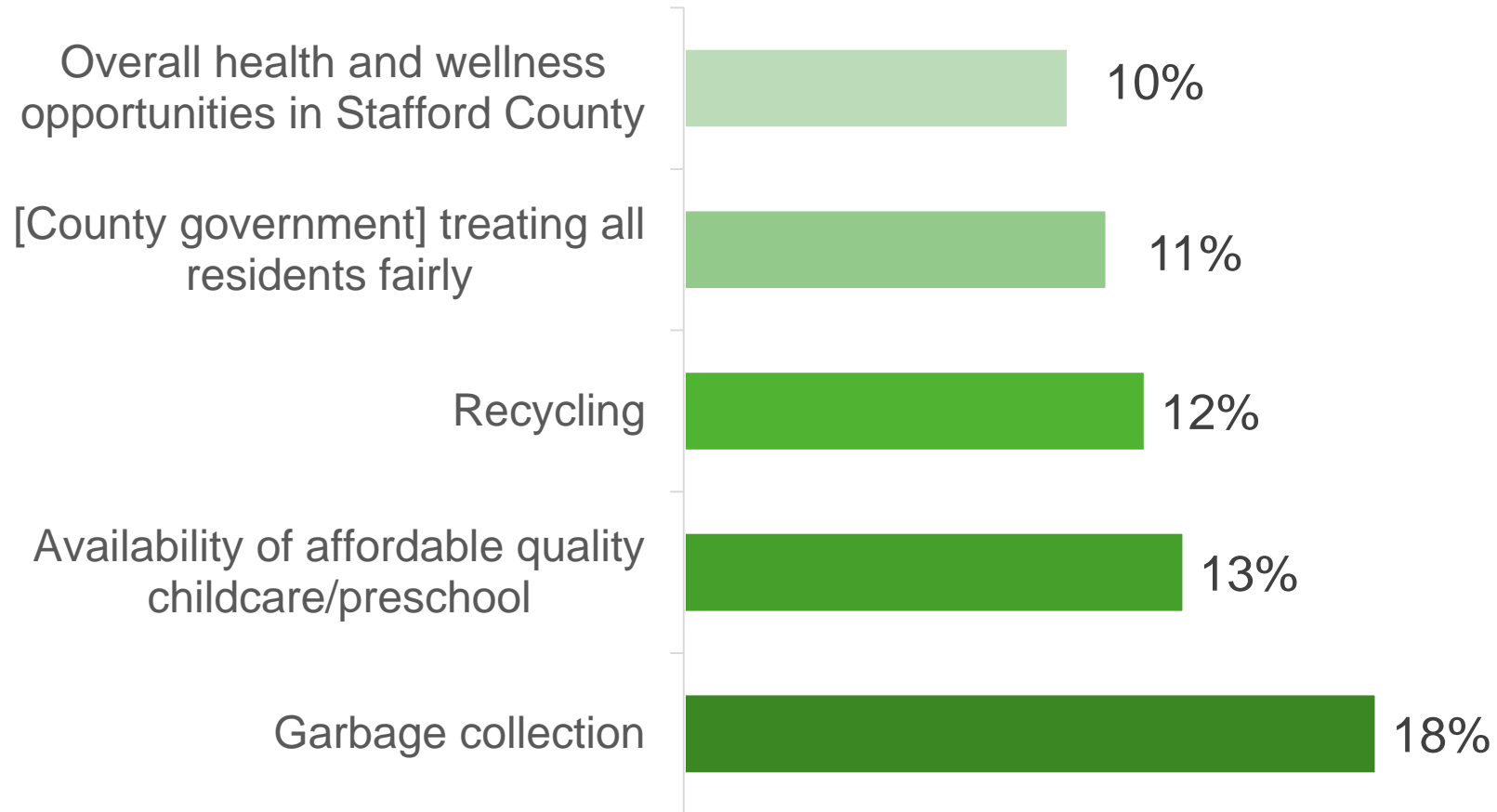
Increases



Decreases



Decrease by %





Additional Special Topics

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
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

14. Which of the following have you done in the past 2 years? (Select all that apply)

☐ Voted in a local election ☐ Contacted my local government to share my opinion

☐ Attended a local government public meeting ☐ Volunteered to be on a local advisory committee

15. How much of a priority, if at all, should each of the following be for Stafford County to address in the next two years?

	<u>High priority</u>	<u>Medium priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Economy (employment, retail, restaurants, downtown, economic development)	1	2	3	4
Mobility (roads, parking, traffic flow, pedestrian/bike trails, transportation options)	1	2	3	4
Community design (historical preservation, planned residential and commercial growth, neighborhoods).....	1	2	3	4
Utilities (water, sewer, garbage collection, power, internet)	1	2	3	4
Safety (safety, fire, flood, crime prevention, animal control)	1	2	3	4
Natural environment (air quality, water resources, recycling, open space, preservation).....	1	2	3	4
Parks and recreation (recreational opportunities, fitness choices, walking trails, parks, programs/classes).....	1	2	3	4
Health and wellness (health services, health care, food, mental health).....	1	2	3	4
Education, arts, and culture (K-12 education, childcare, special events, festivals, arts, library).....	1	2	3	4

16. During a typical month, how many hours do you spend volunteering in your local community?

☐ None ☐ 4 to 5 hours ☐ 11 to 19 hours ☐ Don't know

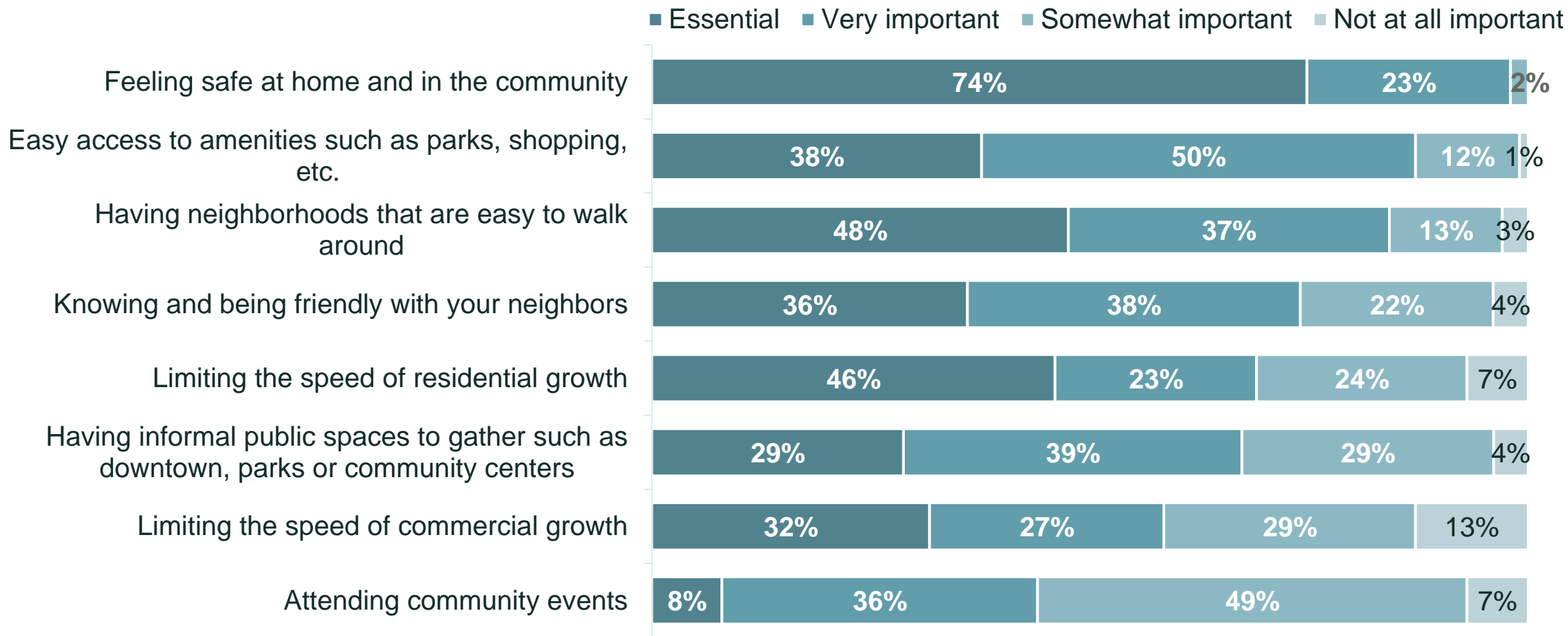
☐ 1 to 3 hours ☐ 6 to 10 hours ☐ 20 or more hours



Custom Question: Sense of Community



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



Custom Question: Participation



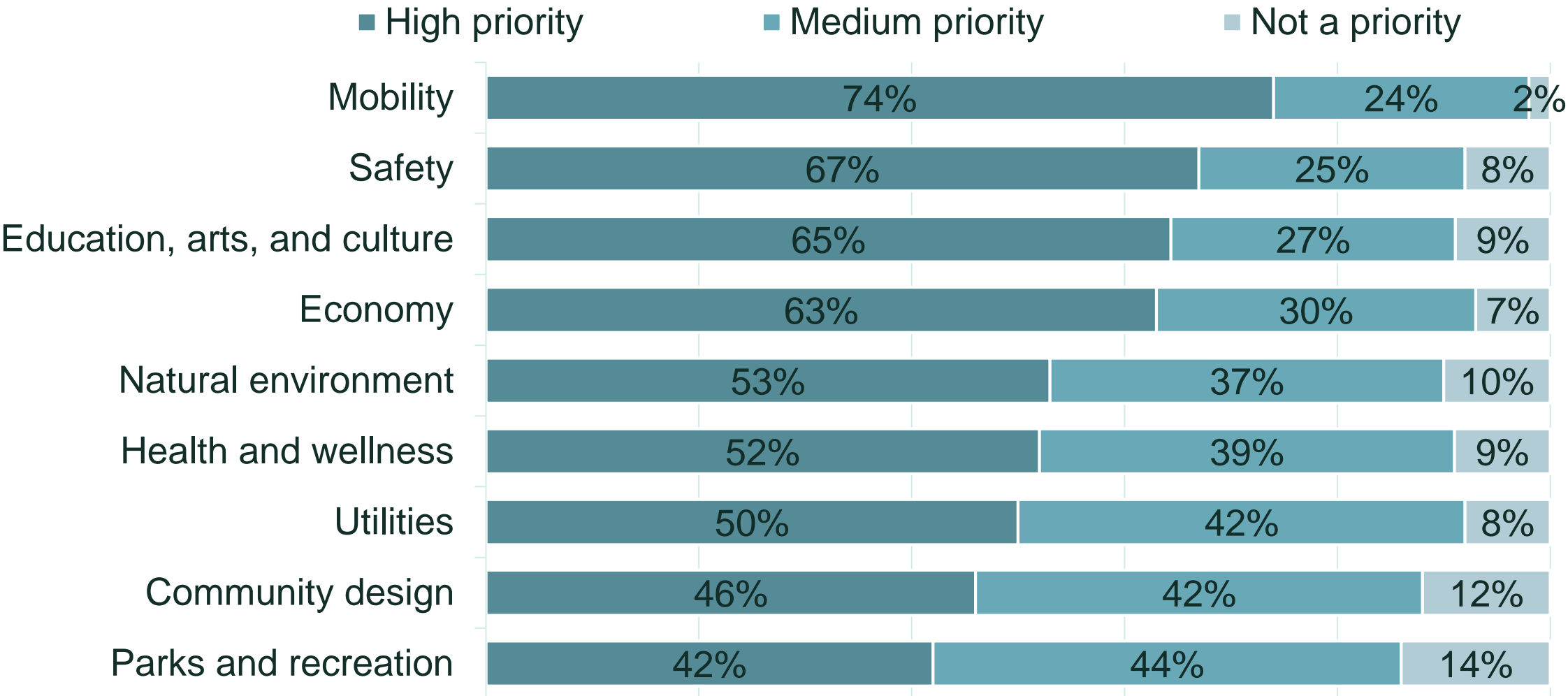
Which of the following have you done in the past 2 years?



Custom Question: Priority



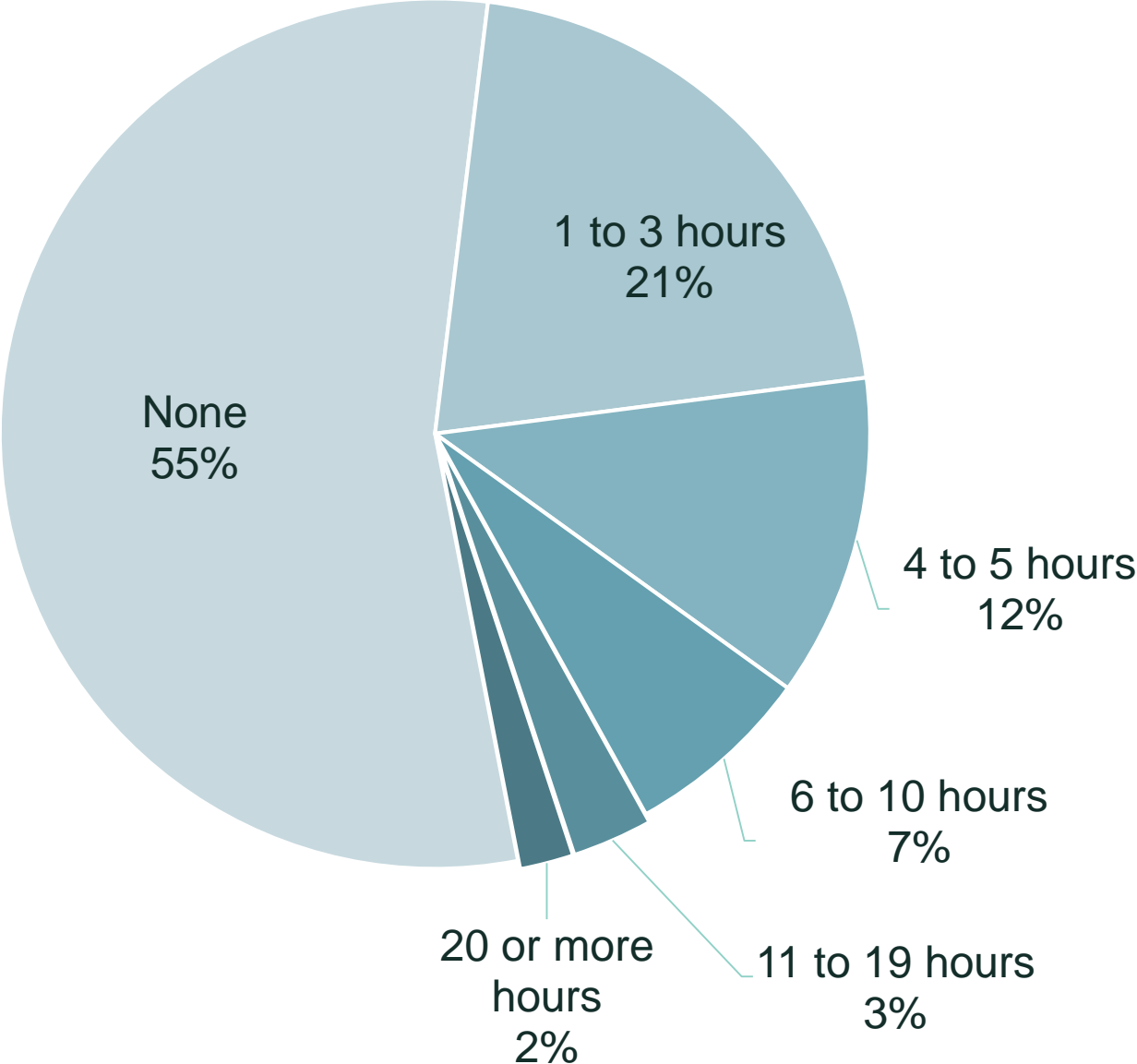
How much of a priority, if at all, should each of the following be for Stafford County to address in the next two years?



Custom Question: Volunteering



During a typical month, how many hours do you spend volunteering in your local community?



Next Steps: ENGAGE With Community Members



ENGAGE

Participants

Content

Outreach

Polco Library



Customizable surveys and polls created by survey scientists at Polco.



Stafford County currently has 1,580 subscribers on Polco.



This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.

All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our [Terms of Use](#) for details.

We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.

Available toolkits:

- COVID-19
- Libraries
- School Districts



Public Safety Communications



Governance

Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications

governance

safety

outreach

View

information

public safety

emergency communication



Emergency Communications



Safety

Governance

Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information

alert

urgent

public safety

View

communications

emergency preparedness

alerts

news

disaster

emergency

311

disaster preparedness

safety

communication

governance

Search

Filter or search to find the content you are looking for.

Content Type

All

Domain

All

Text search

communication

Popular tags

communications

government

information

communication

news

media

customer service

governance

safety

public safety

Clear all tags

Search



Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

Map of projected park



Included in Current Subscription



Optional Add-on

Next Steps: TRACK Stafford County's Data



Performance Summary

Score last updated December 2023

Benchmarking

[Reset Filters](#)



My State

Compare my score to communities within my state



Population Size

Compare my score to communities with a similar population



Domain Index Scores

My Community

Safety

45

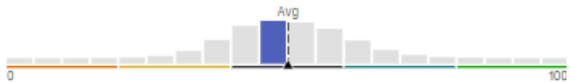
-1



Mobility

49

+2



Community Design

59

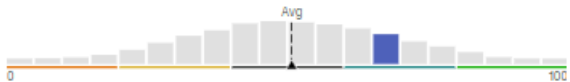
-3



Education, Arts & Culture

66

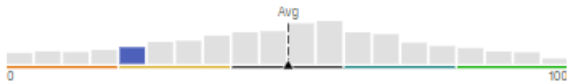
+1



Natural Environment

22

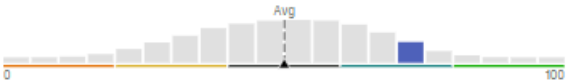
-21



Economy

71

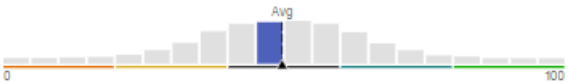
-1



Utilities

45

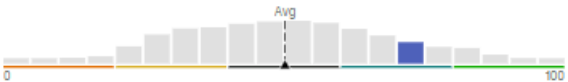
-4



Health and Wellness

75

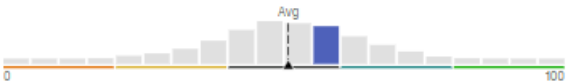
+0



Inclusivity and Engagement

55

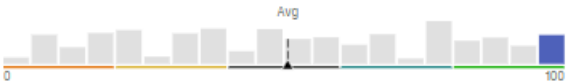
-13



Parks and Recreation

97

+0

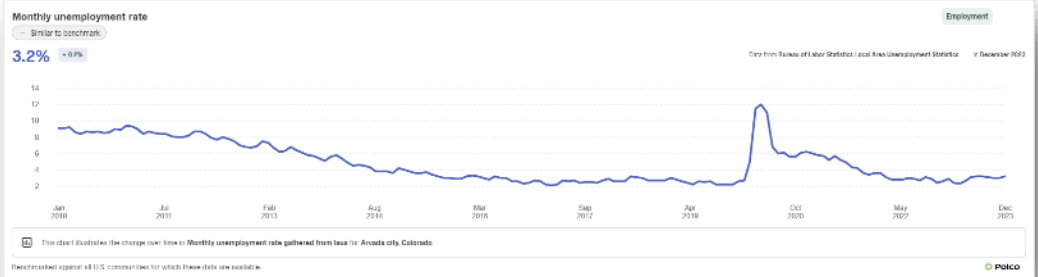


Score last updated January 2023

Economy

71 / 100

-1

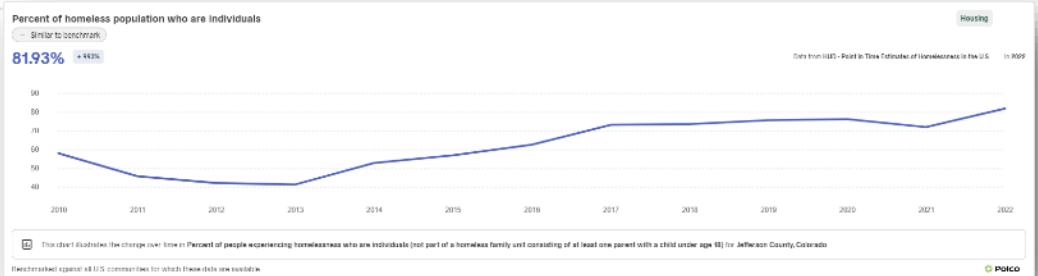


Score last updated December 2023

Community Design

59 / 100

-3



Included in Current Subscription



Optional Add-on

Additional Offerings: Continue to ASSESS



THE NCS™
THE NATIONAL COMMUNITY SURVEY™



CASOA®

COMMUNITY ASSESSMENT SURVEY
FOR OLDER ADULTS*

THE NBS™

THE NATIONAL BUSINESS SURVEY™

THE NLES

THE NATIONAL LAW ENFORCEMENT SURVEY

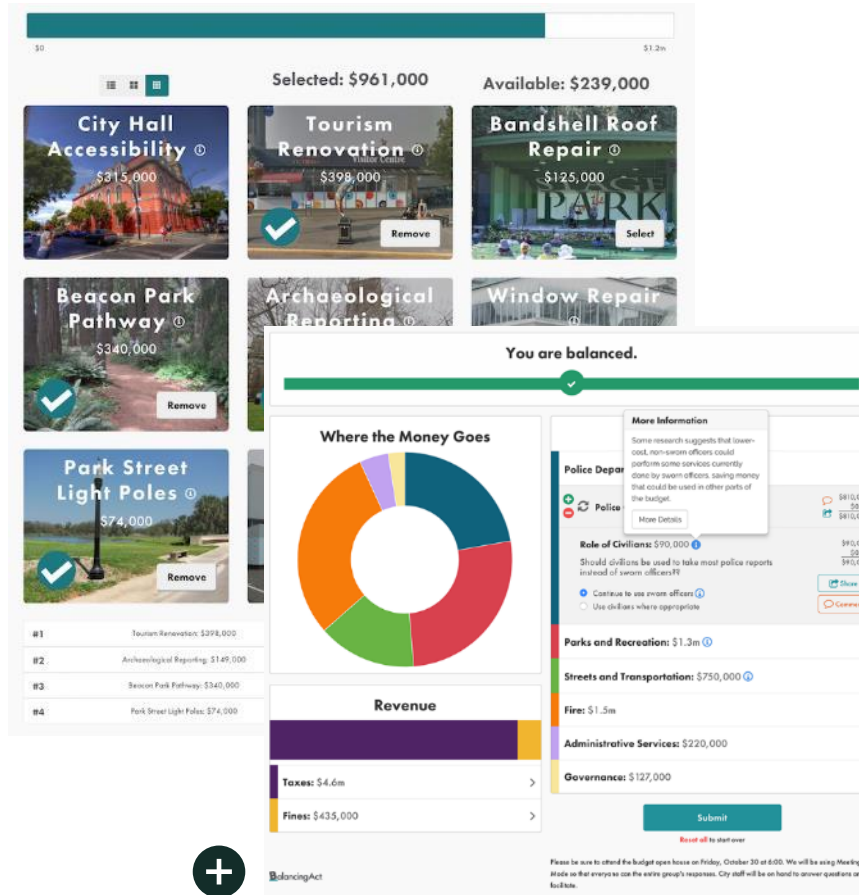
THE NES™

THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE

THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

BalancingAct.
BY POLCO



YOUR CITY AND COUNTY OF DENVER TAX RECEIPT

Affordable Housing	
Dedicated Affordable Housing Property Tax Mill	\$1.89
Housing Investment Fund Transfer	\$0.00
Office of Housing and Opportunities for People Everywhere (HOPE)	\$0.81
Social Impact Bond	\$0.18
Capital Projects	
Bond Principal and Interest Property Tax Mill	\$0.90
Capital Improvement Projects	\$13.50
Improvement and Maintenance Property Tax Mills	\$0.00
Community Planning and Development	
Board of Adjustment for Zoning Appeals	\$8.23
Planning, Permitting, Inspections and Administration of Community Planning & Development Dept	\$0.10
Courts/Legal	
City Attorney	\$8.13
County Court & Municipal Public Defender	\$15.79
Economic Development	
Economic Development	\$7.08
Excise and Licenses	\$3.52
Finance	
Contingency	\$2.14
Finance/Payments for Public Buildings	\$1.38
Governing	
City Council	\$33.31
Mayor's Office	\$7.33
	\$25.98
	\$2.16
	\$1.70
	\$0.46
TOTAL:	\$76.62

Included in Current Subscription

Optional Add-on

Questions?

Thank you!

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Polco/National Research Center
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