

# Resident Satisfaction

## Measuring results

# Why Survey?

- How do we make decisions?
  - What are the data sources?
- ...but...
- Input givers self-select



# Example: Hurricane Isabel

- Community demands for utility undergrounding
- Many complaints demoralizing exhausted staff



# Survey says...

- High satisfaction with AC response
- What “one thing” could AC do better?
  - #1 answer: “Nothing. County did a great job.”
  - <1% answered “bury electrical lines”
- Opportunities:
  - Improve online communication
  - Provide local info:
    - ➔ 1700AM Arlington
    - ➔ Sirens
  - Market Arlington Alert



# Asking Our Customers

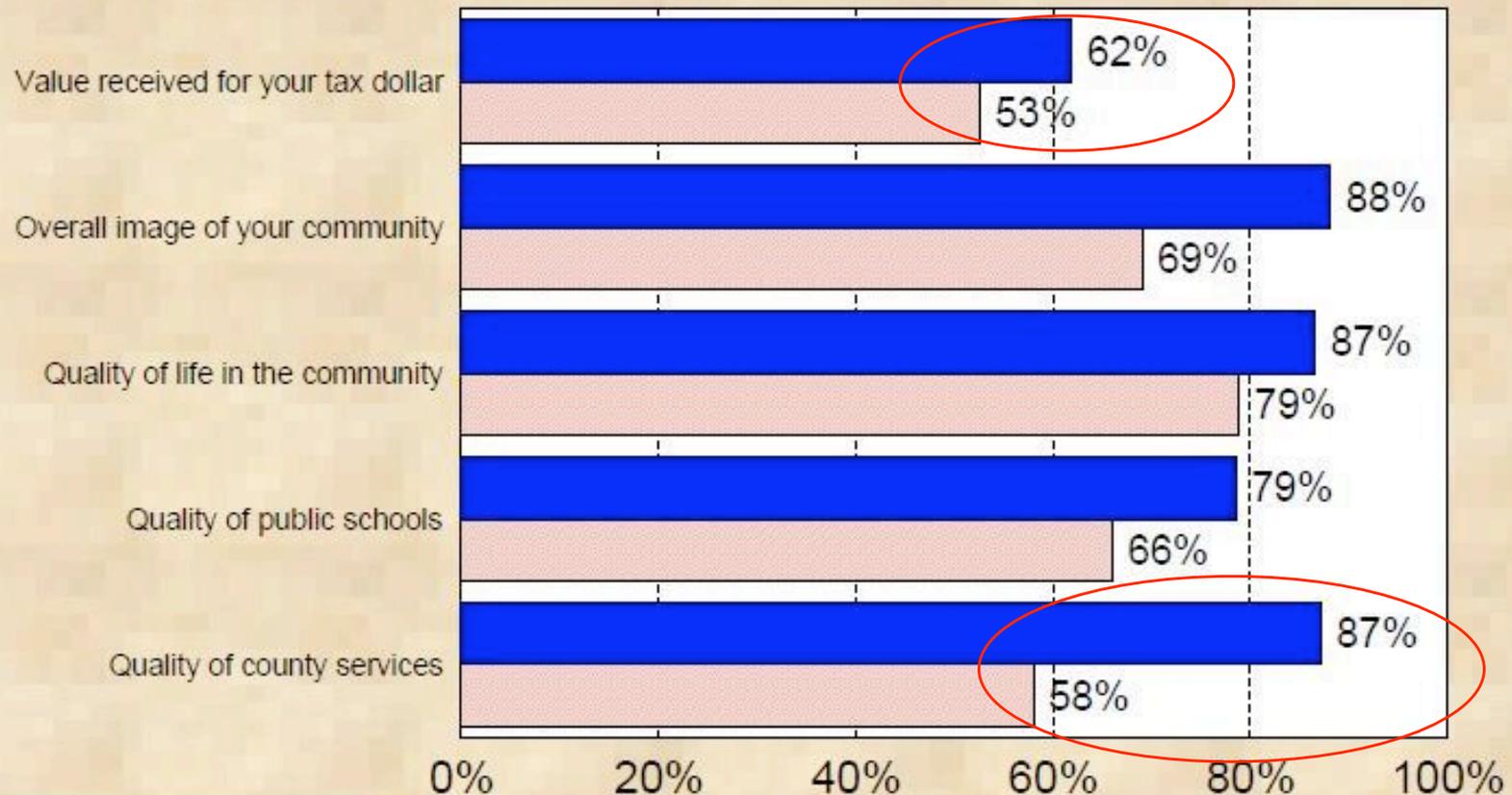
- Resident Satisfaction surveys 2008 & 2004
- Results **↑** while national results **↓**
  - Overall satisfaction improved in 57 of 84 service areas
  - Investing limited resources in areas most important to residents
- Results “among the best in the nation”
  - Improved 2008 over 2004
  - Rated 29 percent above the national average



# “Among the best in the nation”

## Overall Satisfaction with the County Arlington County vs. U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied"



**BENCHMARKS**

■ Arlington County ■ U.S.

Source: ETC Institute (2008)

National Benchmarking Data - All Cities

# Major improvements

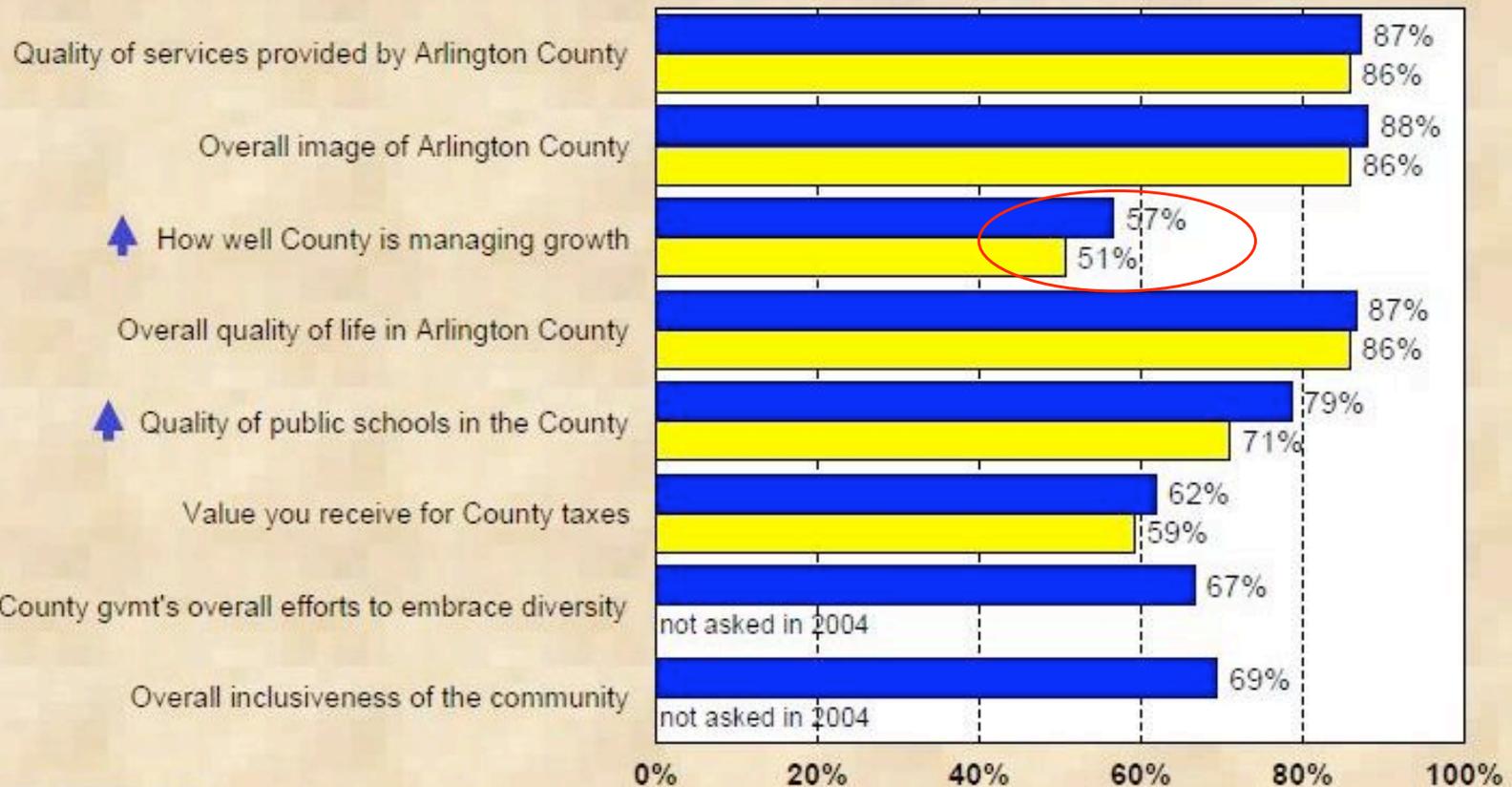
## Areas with significant increases in satisfaction

	2004	2008	U.S. Benchmark
Parks & Recreation	81%	86%	74%
Maintenance of streets	54%	60%	50%
Management of traffic flow	47%	53%	48%
Effectiveness of smart growth practices	48%	65%	<i>No comparison data</i>
Effectiveness of communication	65%	71%	50%

# Improvements over 2004

## Satisfaction With Items That Influence the Perception Residents Have of the County - 2004 vs. 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



**TRENDS**

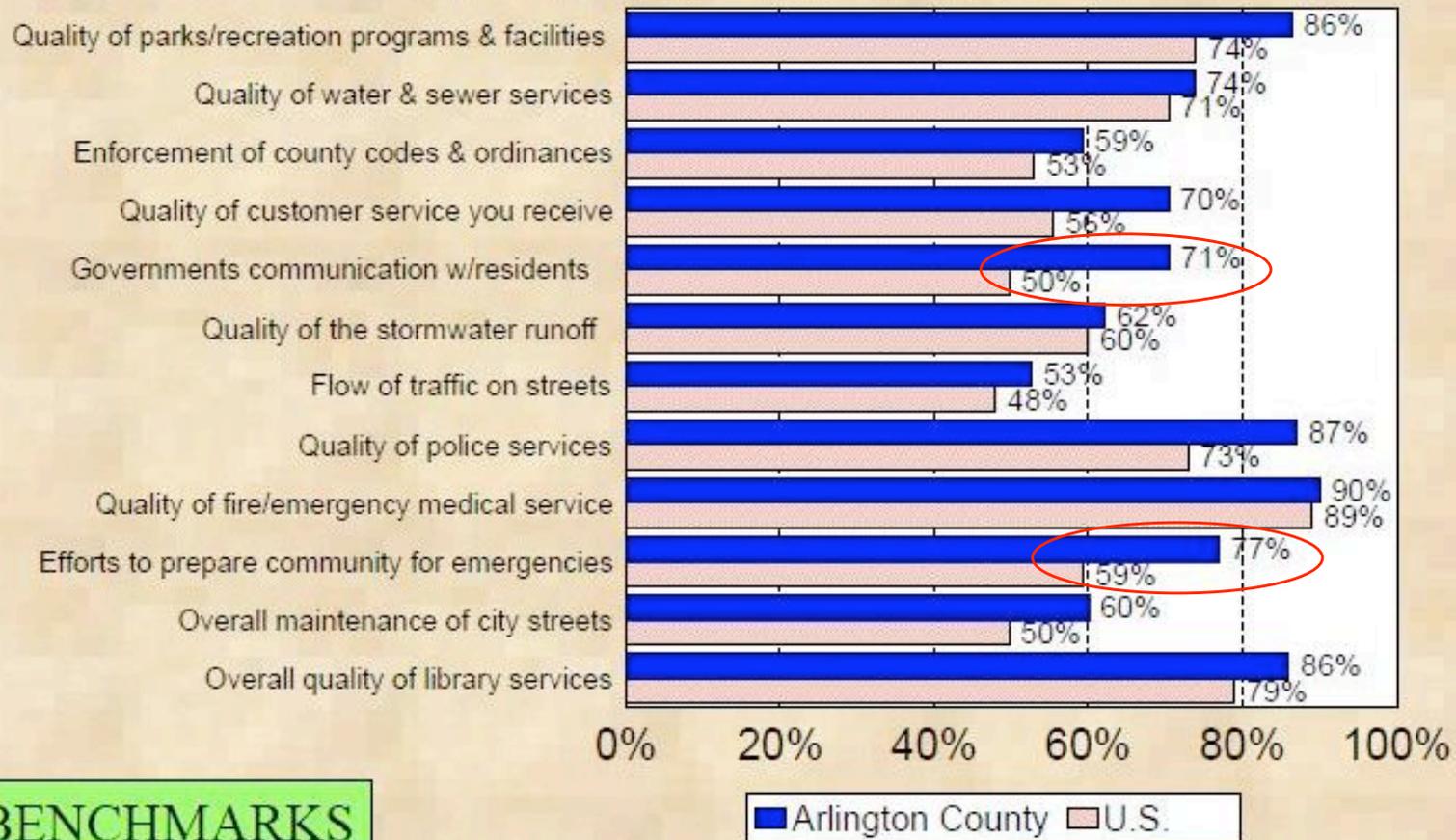
■ 2008 ■ 2004

Source: ETC Institute DirectionFinder (2008)

# Above National Benchmarks

## Overall Satisfaction with County Services Arlington County vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied"

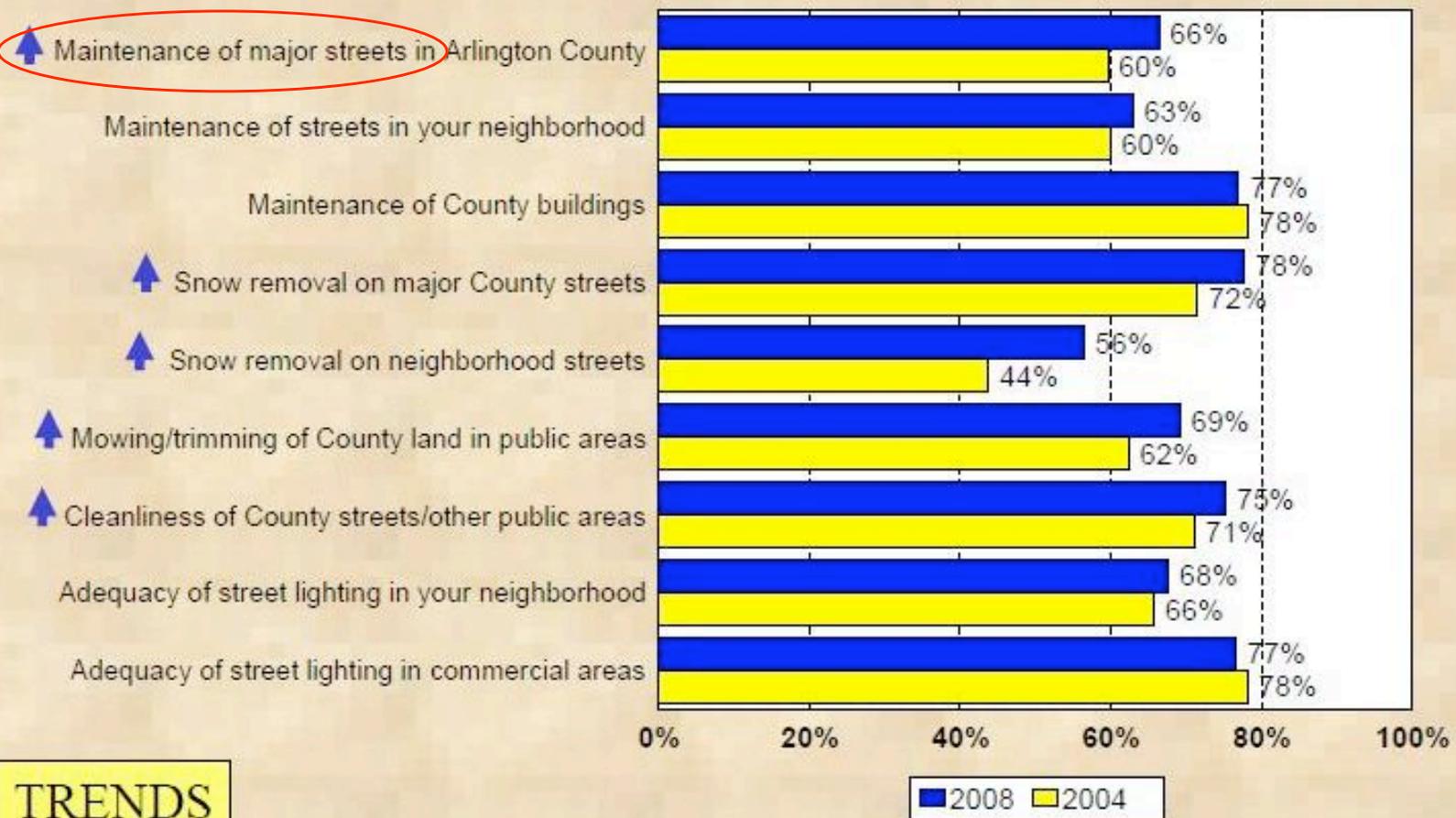


Source: ETC Institute (2008)

National Benchmarking Data - All Cities

## Satisfaction with Various Aspects of Public Works Services - 2004 vs. 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008)

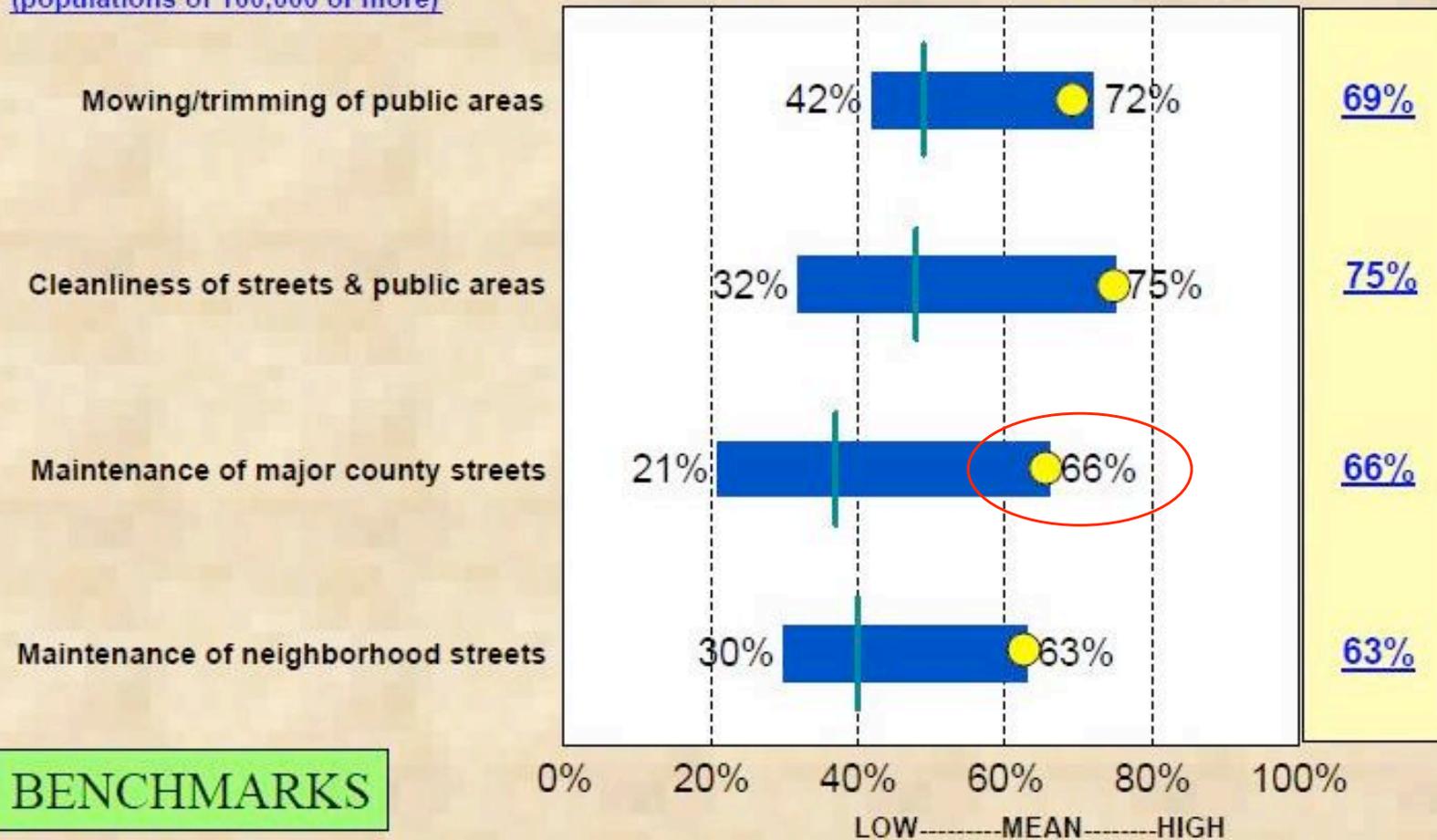
# Vs. National Benchmarks

## Satisfaction with Maintenance Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Underlined items Rated Among the Top 25% of All Large Communities  
(populations of 100,000 or more)

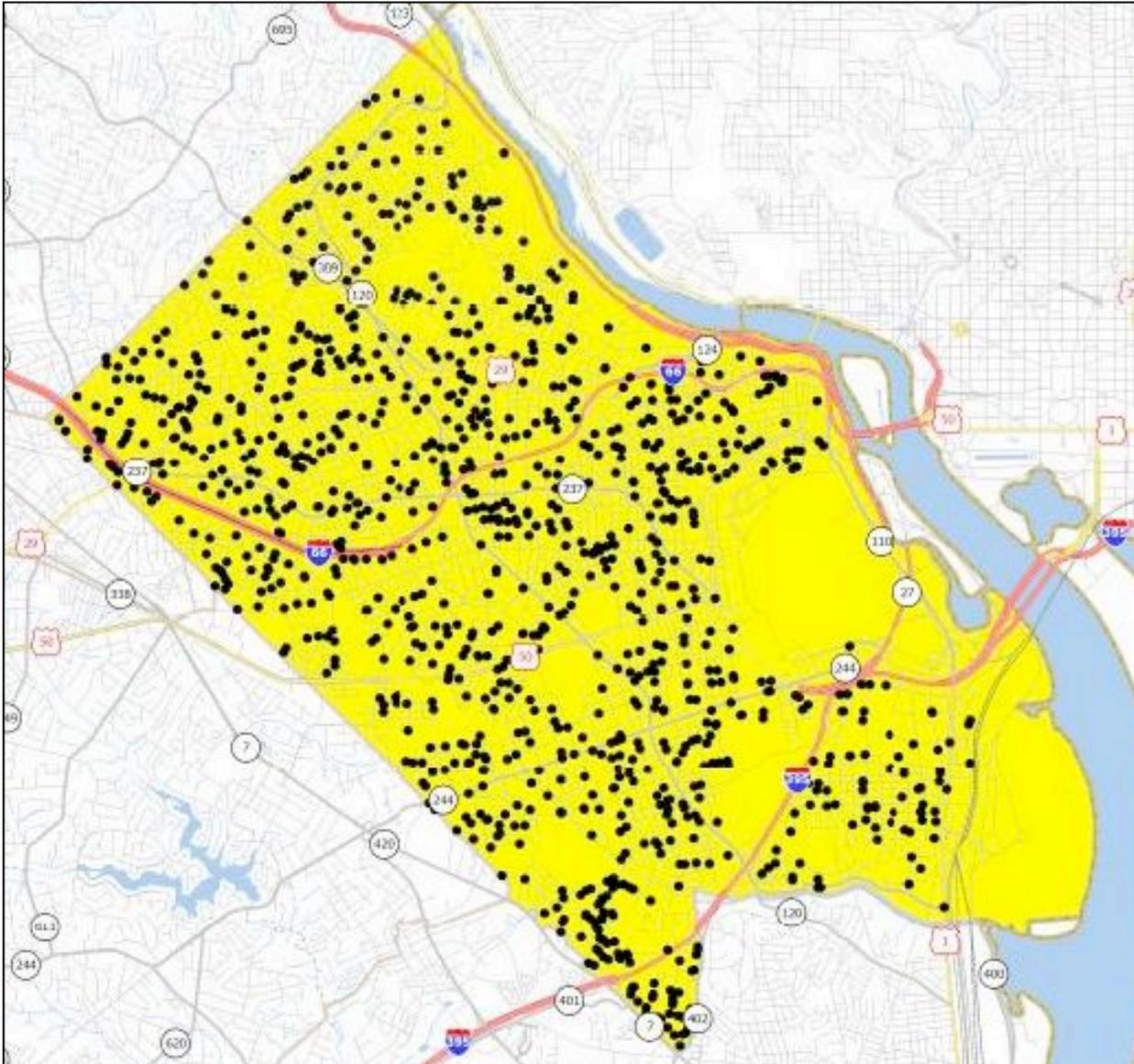
● Arlington County



**BENCHMARKS**

Source: ETC Institute (2008)

# Survey Sampling



- Via mail, phone, internet
- English & Spanish
- Random sample 1,200+ households, geocoded
- Demographics match Census data
- 95% level of confidence with precision of at least  $\pm 2.6\%$ .

Full survey results:

→ [www.arlingtonva.us](http://www.arlingtonva.us), search “survey”

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