



NEWS RELEASE

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Vienna residents rate Town a great place to raise children; safety, events, services, and engagement also rated highly

Results from the Town of Vienna's participation in the National Citizen Survey, conducted in October, are in. The conclusion? Overall, Town of Vienna residents really dig where they live.

Responding residents rated Vienna as excellent or good as a place to raise children (98%), as a place to live (96%), and for quality of life (94%). All of these rankings put Vienna above national benchmark comparisons. Nine in 10 Vienna residents would recommend living in the community to someone who asked.

The National Citizen Survey, which is conducted by the National Research Center (NRC) in partnership with the International City/County Management Association, captures residents' opinions within three pillars of community (community characteristics, governance, and participation) across eight facets of community (safety, mobility, natural environment, built environment, economy, recreation and wellness, education and enrichment, and community engagement).

Across 126 categories measured by Vienna's version of the National Citizen Survey, the Town was rated higher by its residents than national comparison communities in 65 categories, similar in 57, and lower in four. Lower ratings, compared to the benchmark, were for traffic flow, ease of travel by car, affordable quality housing, and number of residents who work in Vienna. The Town scored in the top 20 among benchmark communities in 30 areas; in 10 of those instances, Vienna broke into the top 10.

The NRC drew four conclusions about the Town of Vienna based on survey results:

- Vienna is a great place to live, and residents enjoy a strong sense of safety.
- Vienna's economy is both a valued asset and a challenge.
- Alternative transportation is a highlight of the community.
- Residents appreciate recreation, wellness, and enrichment offerings in the community.

Resident ratings for safety-related services were exceptional, exceeding all national benchmarks. Residents reported feeling safe overall as well as in their neighborhoods and in the downtown/commercial area.

Residents awarded top marks for the Town’s overall economic health and identified it, as well as mobility and built environment, as a focus area over the next two years. When asked about Town priorities over the next 3-5 years, approximately 8 in 10 respondents felt that employing economic development strategies to bring additional visitors and revenue to Vienna and improving Town policies and practices to be more business-friendly should be high or medium priorities.

Vienna residents indicated that they use public transit or walk or bike instead of driving at rates higher than in other jurisdictions across the nation, and they exhibit above-average rates of participation within their community.

With 695 completed surveys returned, Vienna’s response rate was 45%, which, according to the NRC, is one of the highest response rates generated by a community taking the National Citizen Survey over the past decade. Typical response rates for this survey are in the 20th percentile. The margin of error for Vienna’s survey is about 4%.

Full survey results and reports related to Vienna’s 2018 National Citizen Survey are available online at viennava.gov/2018citizensurvey.

Residents rate Vienna among 20 best communities in 30 categories

Residents’ ratings put Vienna among the top 20 communities in the National Citizen Survey (NCS) benchmark in 30 categories, 10 of those times Vienna broke into the top 10. The NCS benchmark represents 605 communities of varying populations across the country and more than 30 million Americans. For each question/category, Vienna was compared to other participating communities who asked a similar question.

Category	% positive	Ranking	# in benchmark
Services provided by the federal government	57%	2	247
Town-sponsored events	91%	3	273
Sewer services	90%	4	315
Yard waste pick up	90%	4	264
Garbage collection	91%	6	350
Sense of community	83%	6	306
Fire services	98%	8	382
Neighborliness of Vienna	78%	8	244
Recreation centers or facilities	90%	8	273
Fairfax County ambulance/EMS	99%	9	343
Opps. to participate in social events & activities	82%	11	259
Recreation programs or classes	87%	12	320
Drinking water	90%	13	309
Opps. to participate in community matters	82%	13	270
Public information services	84%	13	282
Attended Town-sponsored event	75%	14	242
Openness & acceptance toward people of diverse bckgds.	79%	14	288
Vienna as a place to raise children	98%	15	374
Overall economic health of Vienna	90%	16	255
Crime prevention	87%	17	357
Emergency preparedness	76%	17	273

Category	% positive	Ranking	# in benchmark
Opps. to participate in religious/spiritual activities	87%	17	201
Economy will have positive impact on income	45%	18	254
Fire prevention and education	92%	18	279
Snow removal	83%	18	282
Recycling	87%	19	350
Contacted Vienna for help or information	61%	20	317
Health services	84%	20	217
Storm drainage	79%	20	346
Your neighborhood as a place to live	94%	20	307

In four areas, residents' ratings scored lower than benchmark communities.

Category	% positive	Ranking	# in benchmark
Ease of travel by car	42%	271	299
Traffic flow on major streets	18%	321	335
Availability of affordable quality housing	20%	251	297
Work inside boundaries of Vienna	30%	172	241

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