

## **2004 Arlington County Citizen Satisfaction** **“DirectionFinder” Study**

### **SPONSOR:**

[Arlington County Commuter Services](#) (ACCS)  
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ACCS is a section of the Division of Transportation, Department of Environmental Services  
Arlington County, Virginia

### **RESEARCH SUPPLIER:**

[ETC Institute](#)  
725 W. Frontier Circle  
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### **OVERALL STUDY PURPOSE:**

- ☞ The purpose of the survey was to assess citizen satisfaction with the quality of a wide range of county services, including police, fire, public transportation, trash collection, libraries, code enforcement, street maintenance, and communication, among others. ETC Institute administered this comprehensive customer satisfaction survey during the summer of 2004.

### **RESEARCH OBJECTIVES:**

- ☞ Assess citizen satisfaction across many county service areas.
- ☞ Compare Arlington County citizen ratings to other localities with 100,000 plus in population.
- ☞ Understand the degree in which residents want to communicate with county government.

### **METHODOLOGY:**

<b>Mode of Data Collection</b>	Random Mailing
<b>Completed Surveys</b>	1,200 Respondents Total: <ul style="list-style-type: none"><li>- 719 completed by phone</li><li>- 481 returned by mail</li></ul>
<b>Survey Population</b>	- Random Sample of 3,000 Arlington County Residents

## **SELECTED KEY FINDINGS:**

- ☞ Most residents were satisfied with County services. When compared to other large communities (populations of 100,000+), Arlington County rated significantly above average in all areas.
- ☞ Residents cited the management of traffic flow on county streets and the maintenance of county streets as the two services that should receive the most increase in emphasis over the next two years.
- ☞ Transportation
  - More than two-thirds of residents surveyed were satisfied with the availability of bike trails and bike lanes in Arlington, with the ease of traveling within Arlington, and with ART (Arlington Transit bus service).
  - Residents were least satisfied with pedestrian safety.
  - Respondents generally thought the availability of sidewalks was the most important area of transportation for the County to improve over the next two years.
- ☞ Customer contact with Arlington County
  - More than half had contacted the County with a question or complaint in the past year.
  - Of those who contacted the County, over three-fourths were satisfied with how easy it was to contact county employees.
  - The three departments that residents were most likely to have contacted during the past year were: Solid Waste (trash/recycling), Treasurer or Commissioner of Revenue, and Planning/Code Enforcement.
- ☞ Level of public involvement
  - Nearly half thought the overall level of public involvement in Arlington County Government was “about right.”
- ☞ Perceptions about “The Arlington Way”
  - More than half were not familiar with the phrase “The Arlington Way.”
  - 36% thought the phrase had a positive influence on local decisions.
- ☞ Best ways to inform residents about county services and activities
  - The top two ways residents preferred to receive information about Arlington County services and events were from the County Newsletter, *The Citizen*, and *The Washington Post*.

## **OTHER RELATED STUDIES, PLANS & DOCUMENTS:**

2005 Federal Highway Administration (FHWA) Traveler Opinion & Perception (TOP Survey)  
2006 Arlington County Residents' Satisfaction with Transportation Telephone Study

## **AVAILABLE DOCUMENTS:**

Executive Summary
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## **KEY WORDS:**

DirectionFinder, Arlington County, Services, Public Services, Safety, Utility, Public Works, Parks, Communications, Library, Transportation, Emergency, Involvement, Perceptions, Satisfaction