

2008 Arlington County DirectionFinder Study

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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, communication, and many others.
- ☞ The survey contained many of the same questions that were included in the County's last comprehensive customer satisfaction assessment, which was conducted in 2004.

METHODOLOGY:

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|----------------------------|---|
| Mode of Data Collection | 7-page survey mailed to random sample of 3,600 households in Arlington County in May 2008. <ul style="list-style-type: none">• Approximately 7 days after the surveys were mailed, residents who received the survey were contacted by phone.• Those who indicated that they had not returned the survey were given the option of completing it by phone or on the Internet. |
| Completed Surveys | 1,298 completions (36% response rate) <ul style="list-style-type: none">• 659 completions by phone• 503 completions by mail• 136 completions via Internet |
| Survey Population | 3,600 households in Arlington County (random sampling) |
| Survey Instrument | Paper survey (also telephone and Internet options) |
| Criteria for Participation | Receipt of survey invitation |

MAJOR FINDINGS

- ☞ Overall Satisfaction with County Services Rated Significantly Above the National Average. Eighty-seven percent (87%) of the residents surveyed who had an opinion

were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of county services. This was significantly above the national average of 59%. Arlington County rated above the national average in 30 of the 34 areas that were assessed against national averages.

- ☞ Overall Satisfaction with County Services Has Improved. Overall satisfaction with county services improved in 57 of the 84 areas that were assessed in both 2004 and 2008. The County's Composite Performance Index (CPI) increased 4 points from 100 to 104 (see Section 6 for details). Only four county services were rated significantly lower in 2008 than in 2004.
- ☞ Top priorities for Residents. The three major areas that residents thought should receive the most increase in emphasis from Arlington County over the next two years were: (1) the management of traffic flow on county streets, (2) the maintenance of county streets, and (3) County efforts to preserve and protect the environment.

OTHER FINDINGS – TRANSPORTATION RELATED:

- ☞ Nearly three-fourths (73%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of bike trails and bike lanes in Arlington County; 67% were satisfied with pedestrian safety in their neighborhood, and 63% were satisfied with the County's public transit system (ART).
- ☞ Residents thought the availability of sidewalks and pedestrian safety were the most important aspects of transportation for the County to emphasize over the next two years.
- ☞ Although the County's ratings are currently high, the following areas were identified as "high" or "very high" priorities based on the importance-satisfaction analysis (see Section 4).
- ☞ Overall: Traffic flow, street maintenance, and the effectiveness of Smart Growth practices
- ☞ Transportation: pedestrian safety and traffic calming measures

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

2004 Arlington County Citizen Satisfaction "DirectionFinder" STUDY
2006 Arlington County Residents' Satisfaction with Transportation Telephone STUDY

AVAILABLE DOCUMENTS:

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| Questionnaire |
| Data Tables |
| Executive Summary |

KEY WORDS:

ACCS, Arlington County, Attitudes, Awareness, Evaluation, Perceptions, Performance Measurement, Quality of life, Satisfaction, Scorecard, Services, Transportation System