

2018 Community Survey Presentation

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October 4, 2018

Background and Objectives

- Objective and unbiased assessment of how residents feel about City services
- Represent all geographic areas in the City and all demographic groups
- Trending data against prior waves allows the City to assess progress against various objectives.

Figure 4:
23661 - Wythe

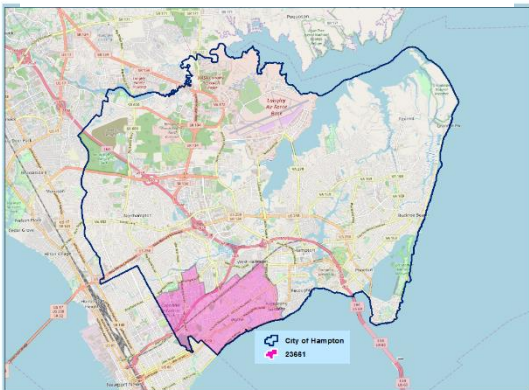


Figure 5:
23663 - Phoebus

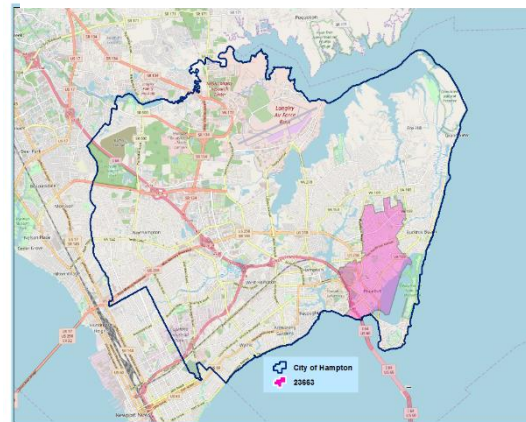


Figure 6:
23664 – Buckroe / Fox Hill



Figure 7:
23666 N. Hampton / Bethel

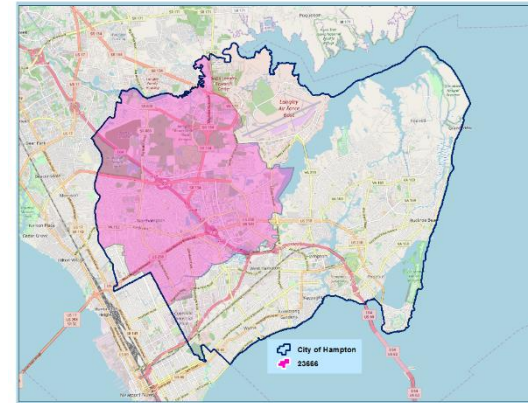
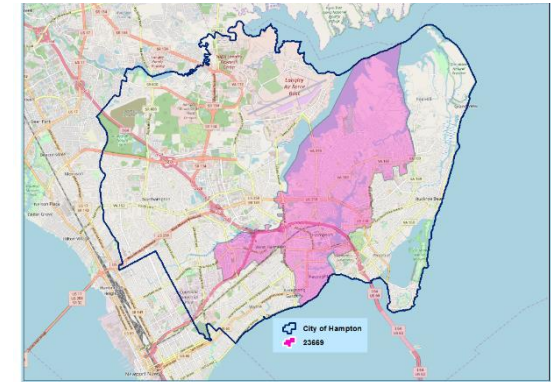


Figure 8:
23669 – Downtown / Willow Oaks



Methodology

The report is based on a survey of Hampton residents.

- 400 completed interviews were conducted in May and June of 2018

Sample source:

- Combination of Random Digit Dialing of landline phone numbers, listed landline phone numbers, and listed and targeted cellular numbers
- Scientific Telephone Samples (STS) provided the lists from which the sample was drawn, with coverage of approximately 72% of households in the City.

60% of interviews were from the cell phone list.

Data is weighted by geography, age, and ethnicity to ensure sample is representative of the City as a whole.

Sample Composition

52% African-American

40% Caucasian

2% Hispanic

2% Asian

1% Native American or Hawai'ian

1% Two or more groups

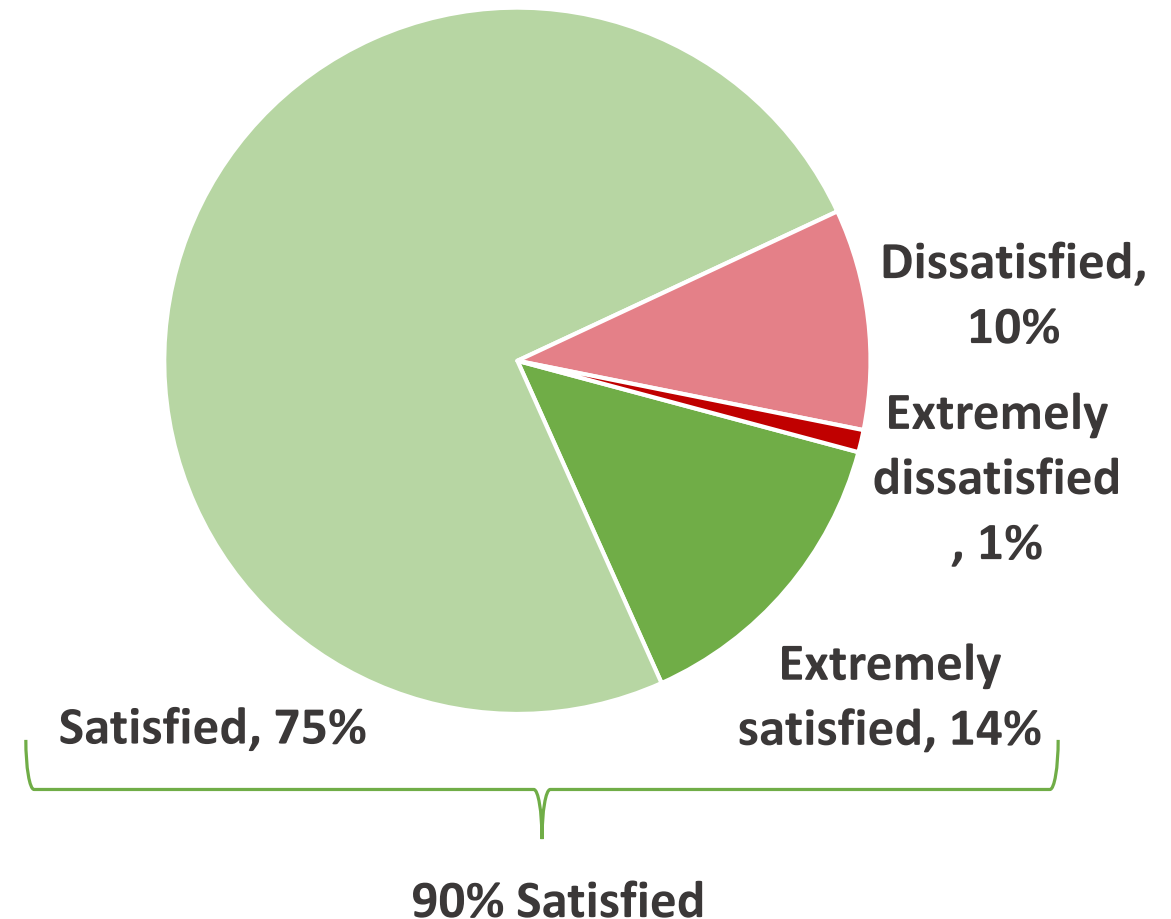
1% Other

Achievement: Much better participation among African-Americans than in past years

Overall Satisfaction with City Services

- 90% of residents are satisfied with City services overall.
- This is a new metric which was added this year.
- This question came *after* residents were asked for their opinions on more than 30 specific City services.
- This is a high score among cities in Virginia, on par with the cities of Virginia Beach and Vienna.

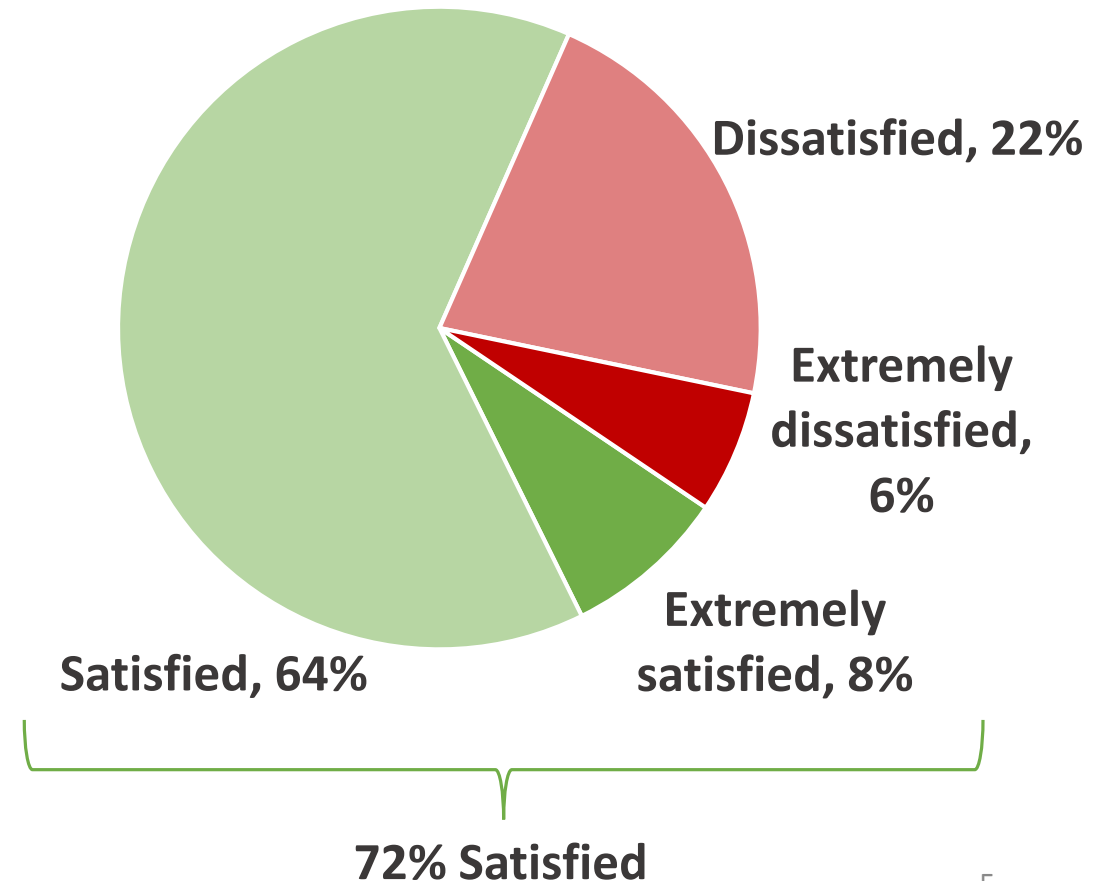
Overall Satisfaction with City Services



Value for Tax Dollar

- 72% of residents are satisfied that the City provides fair value for the tax dollar.
- This is a middling score for cities in Virginia
 - On a par with Virginia Beach (75%)
 - Below Prince William County (91%) and Fairfax City (96%)
 - Above places like Charlottesville (54%), Manassas (50%) and Lynchburg (47%)

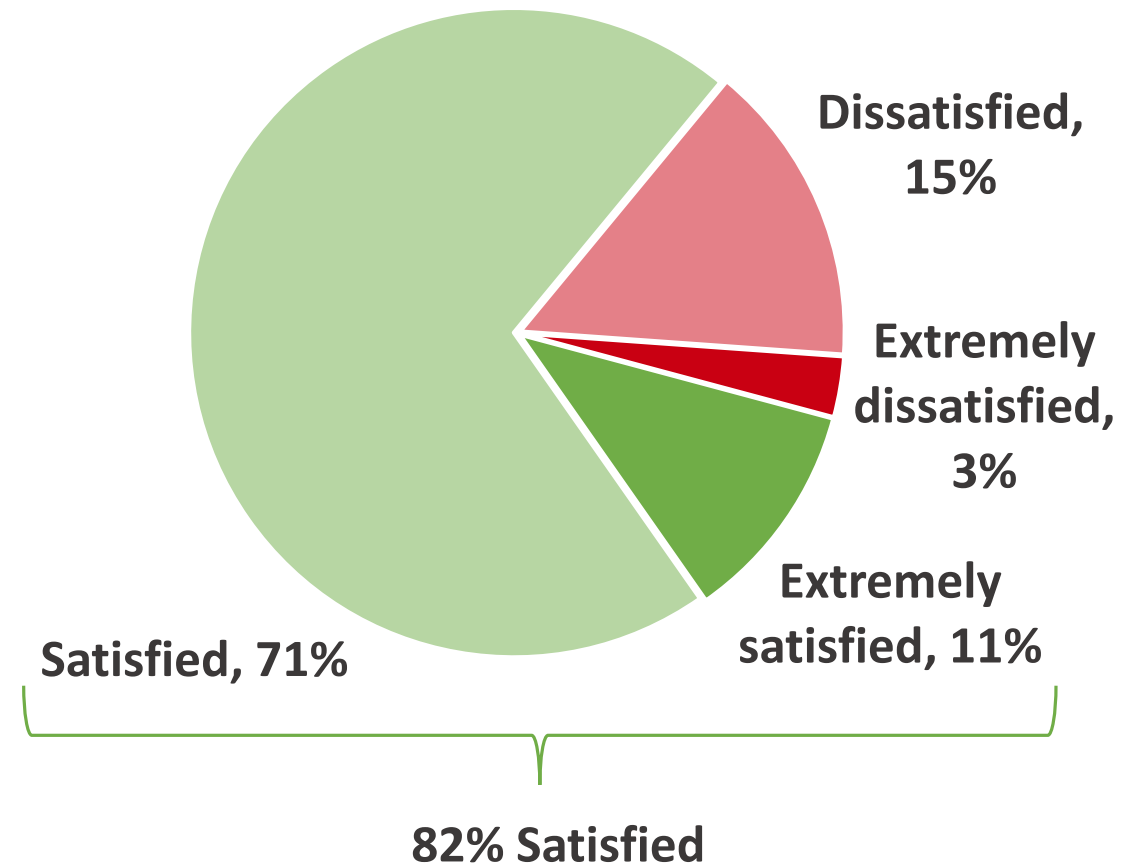
Services and Facilities Are a Fair Value for the Tax Dollar



Quality of Life in Hampton

- Most residents are satisfied with the quality of life in Hampton
 - 82% are either satisfied or extremely satisfied
 - On par with Harrisonburg (85%), Lynchburg (82%) and Winchester (80%)
 - Higher than Manassas (67%)
 - Below Fairfax City (96%), Virginia Beach (94%) and Vienna (94%)

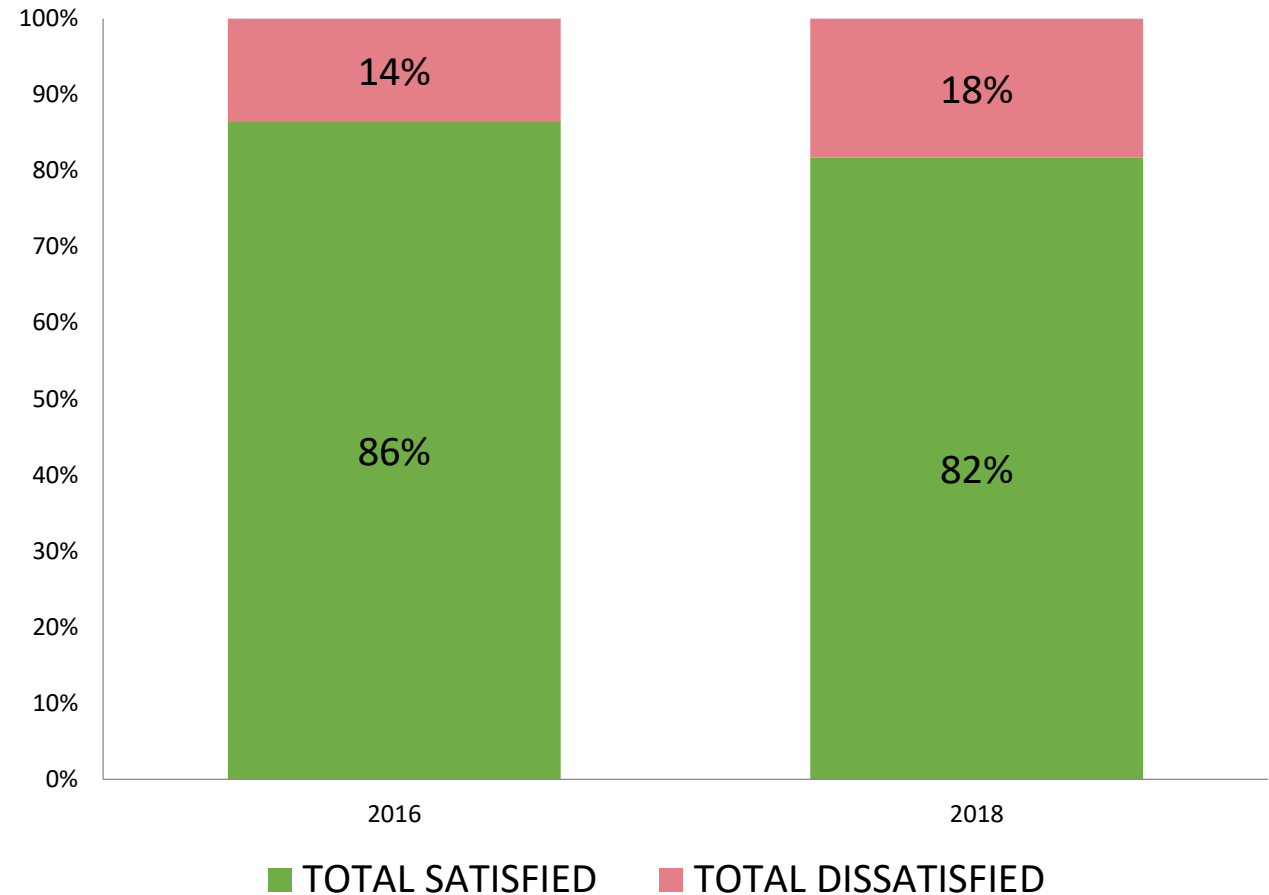
Satisfaction with Quality of Life



Quality of Life in Hampton

The apparent decline in satisfaction between 2016 and 2018 isn't statistically significant.

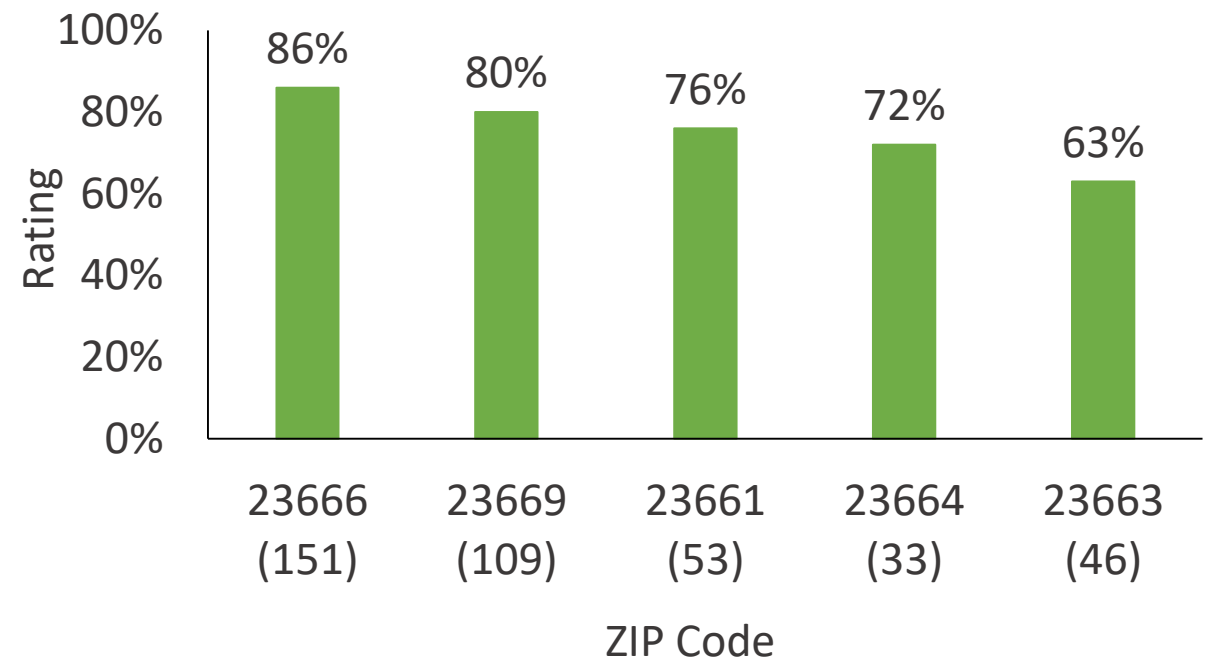
Percent Satisfied with Quality of Life



Quality of Life in Hampton

- Residents in the two largest sections of the City are the most satisfied with Quality of Life – North Hampton / Bethel (23666) and Downtown / Willow Oaks (23669).
- Residents in Phoebus (23663) are the least satisfied.

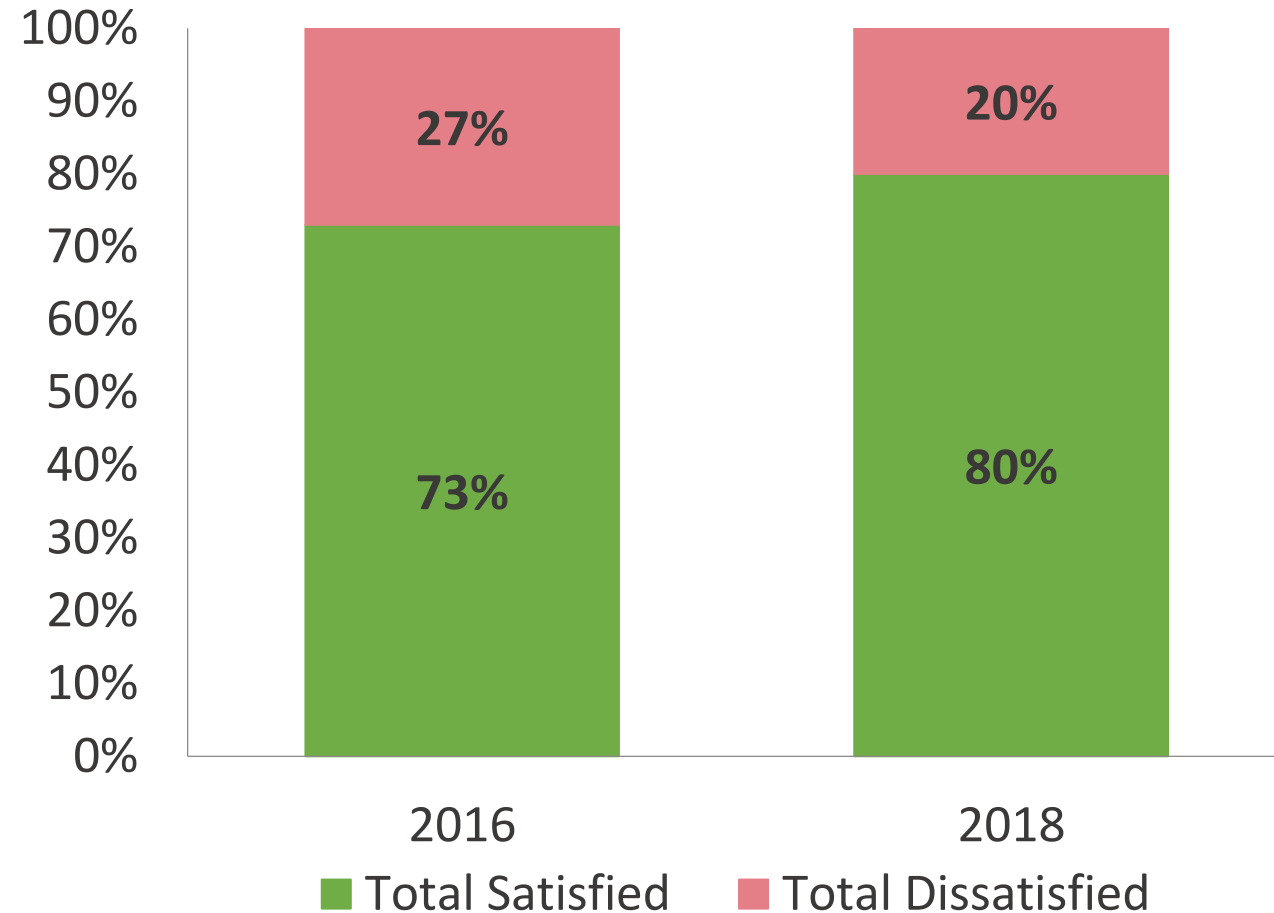
Percent Satisfied with Quality of Life



Perceptions of safety

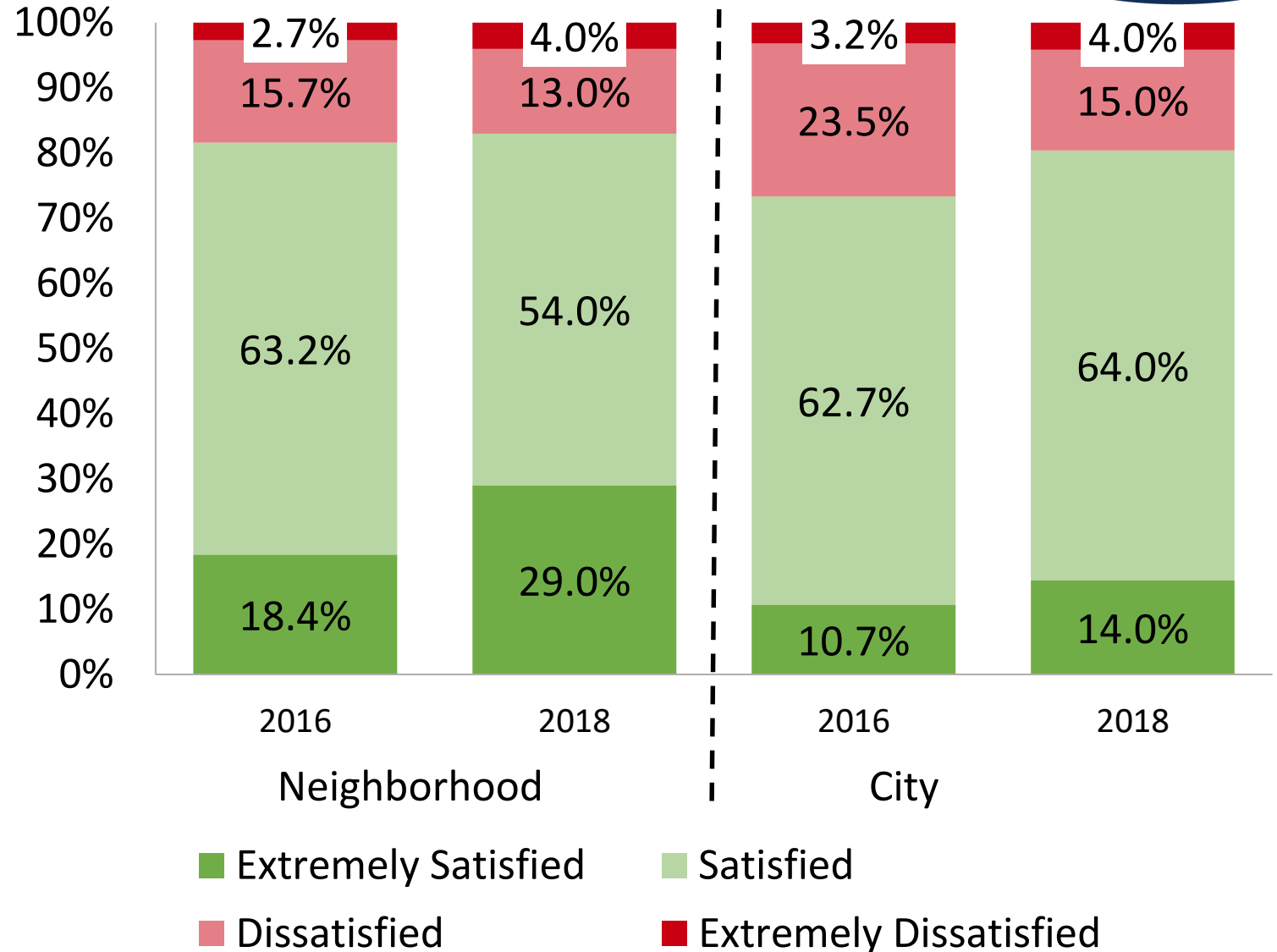
More Hampton residents feel safe in the City now than two years ago.

How Safe You Feel in Hampton Overall



Shift in perceptions of safety

Fewer people dissatisfied
More people moved into “extremely satisfied”



Resident Satisfaction with City Services

Items Residents Were Asked to Consider	2018 Percent Satisfied	2016 Percent Satisfied
Fire & Rescue Services	99%	98%
311 Customer Call Center	96%	95%
Public Libraries	95%	97%
Hampton History Museum	94%	97%
Courtesy of City Employees	94%	94%
Arts Programs at American Theater and Charles H. Taylor Arts Center	93%	96%
City Parks	90%	89%
Public Health Services	90%	90%
Information Available on City Services	90%	89%

Resident Satisfaction with City Services

Items Residents Were Asked to Consider	2018 Percent Satisfied	2016 Percent Satisfied
Request for Police Assistance Receive Prompt Response	88%	
Work Performance of City Employees	88%	92%
Trash and Recycling Program	87%	90%
Emergency Management Efforts to Plan for and Respond to Manmade and Natural Disasters	85%	
Parenting Programs, Classes and Resources to Promote Healthy Families	84%	89%
Entertainment at Hampton Coliseum	84%	87%
Animal Control Services	84%	

Resident Satisfaction with City Services



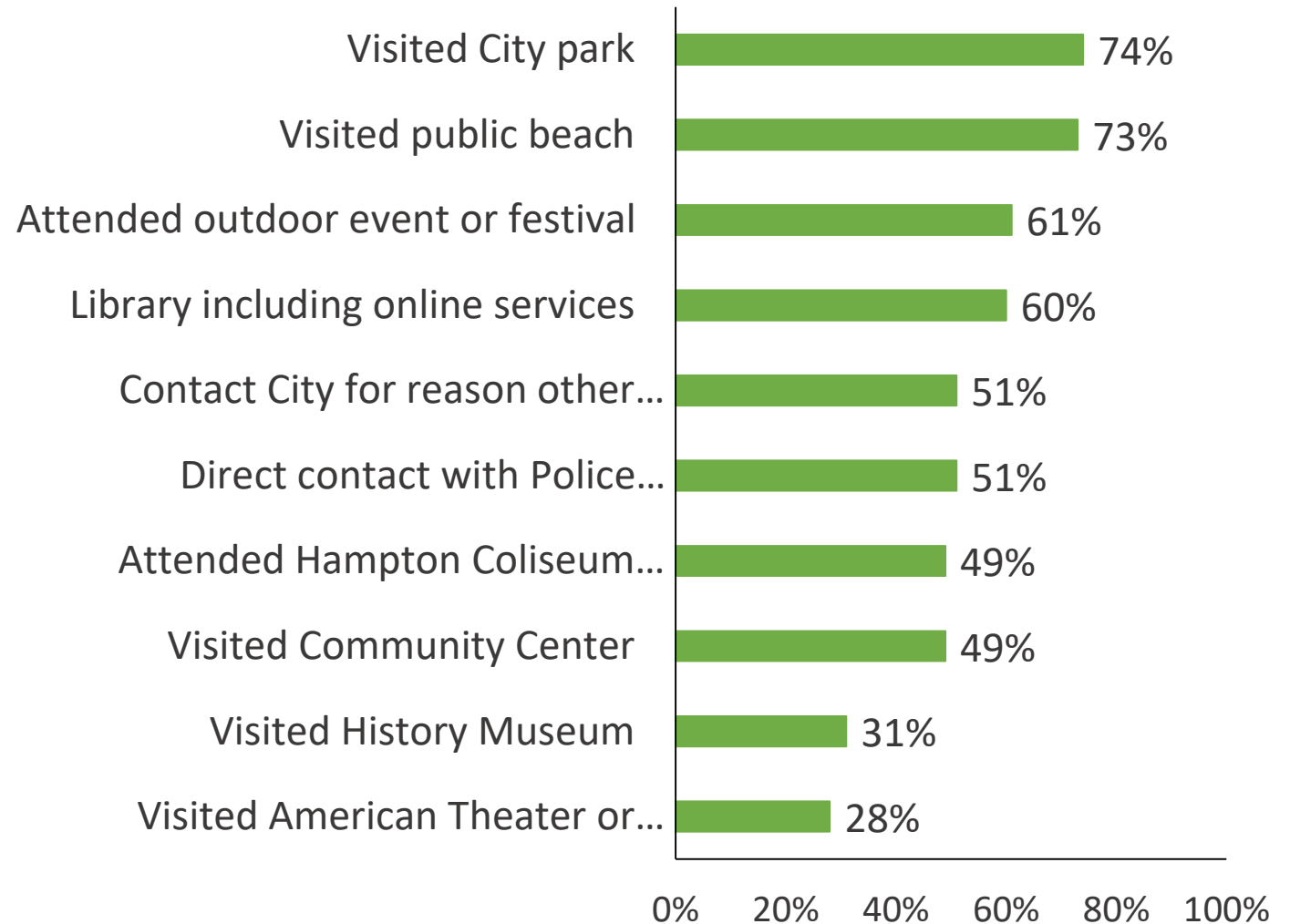
Items Residents Were Asked to Consider	2018 Percent Satisfied	2016 Percent Satisfied
Community Centers	83%	86%
Police Services	82%	89%
Police Officers are Courteous and Helpful to All Community Members	82%	
Public Beaches	82%	82%
City's Efforts to Protect Natural Resources, Environment and Open Green Space	81%	
Overall Appearance of Hampton	80%	80%
Beautification and Landscaping of City Roadways	80%	74%
Festivals and Outdoor Entertainment	80%	83%

Resident Satisfaction with City Services

Items Residents Were Asked to Consider	2018 Percent Satisfied	2016 Percent Satisfied
Social Service Programs	77%	84%
City's Efforts to Encourage Appreciation of Diversity	77%	80%
Sports & Recreational Activities	77%	82%
Police Treat Everyone Fairly Regardless of Race, Gender, Ethnic or National Origin	76%	
Ease of Traffic Flow on Main Roads	73%	75%
City Pools	69%	
Condition of Main Roads	66%	69%
Condition of Neighborhood Streets	63%	63%

Use of City Facilities and Services

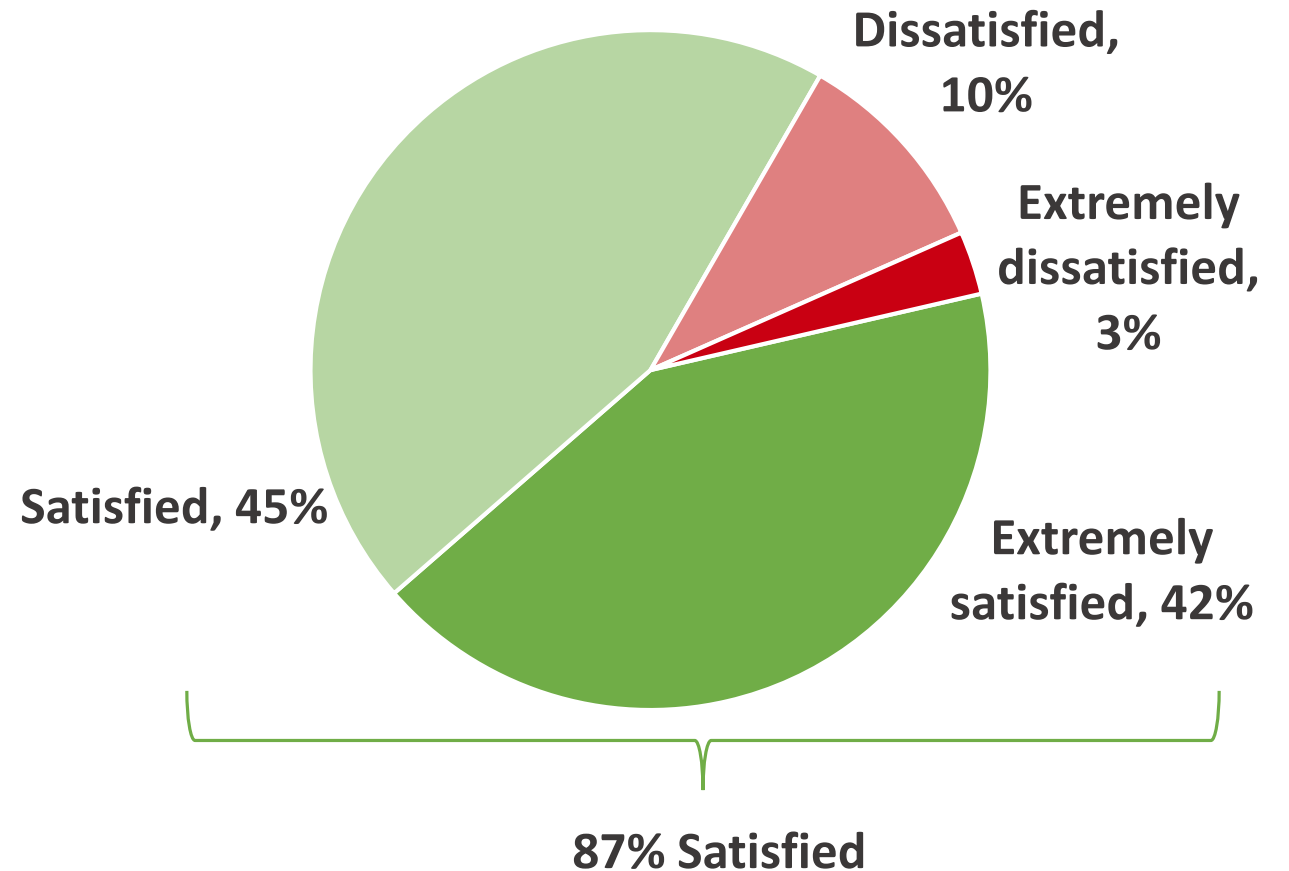
At least 50% of residents report using Hampton's parks, beaches, library or attending outdoor events.



Ease of Contacting the City

Most residents are quite satisfied with how easy it is to contact the City.

Ease of Making Contact with City

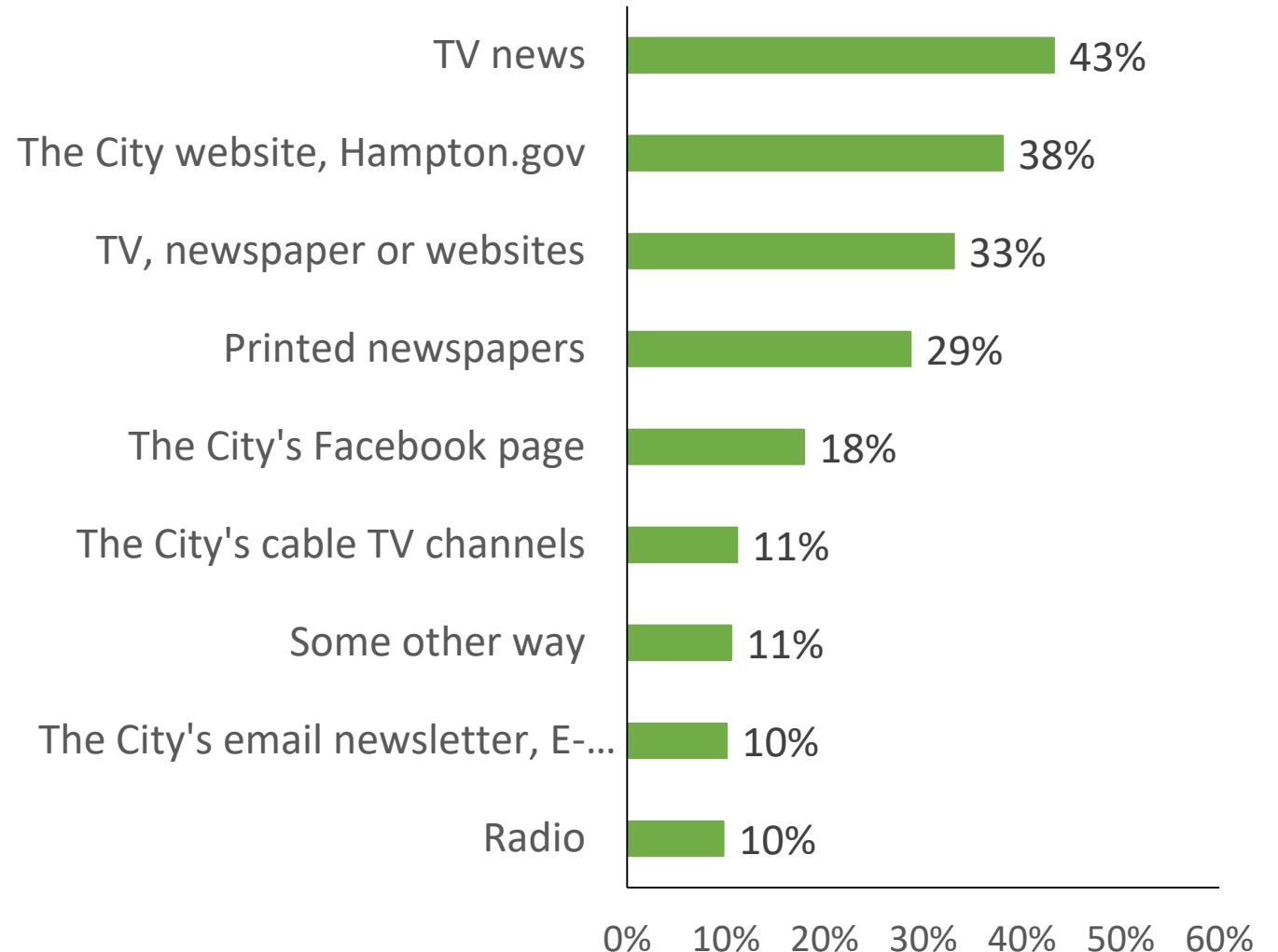


Where Residents Get Information about the City

Television remains a key communications channel with residents.

The City's website, newspaper and other websites reach a larger proportion of residents.

Printed newspapers are important to seniors.



What Residents Want the City to Do to Make Hampton a Better Place to Live

There is no consensus on one thing that the City should do.

The major categories into which comments fall are shown to the right.

- Make the City safer
- Have more police on the street
- Improve roads
- Have more activities for children and teens
- Improve schools
- Business development
- Lower property taxes
- Job creation
- Better communications with residents
- Bring people together
- More help for seniors
- More affordable housing
- Address homelessness and poverty
- Fix and beautify neighborhoods
- Better flood and water management
- Better pay
- Better public transportation

Thank you!

Questions?