

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in James City County:	Excellent	Good	Fair	Poor	Total
James City County as a place to live	29%	62%	8%	0%	100%
Your neighborhood as a place to live	44%	45%	12%	0%	100%
James City County as a place to raise children	30%	54%	15%	1%	100%
James City County as a place to work	14%	47%	27%	12%	100%
James City County as a place to retire	41%	42%	13%	3%	100%
The overall quality of life in James City County	25%	60%	14%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to James City County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	9%	56%	29%	5%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	41%	41%	8%	100%
Overall appearance of James City County	18%	59%	21%	2%	100%
Cleanliness of James City County	20%	52%	27%	1%	100%
Overall quality of new development in James City County	18%	43%	25%	14%	100%
Variety of housing options	7%	28%	35%	30%	100%
Overall quality of business and service establishments in James City County	10%	58%	28%	3%	100%
Shopping opportunities	17%	56%	21%	6%	100%
Opportunities to attend cultural activities	16%	49%	28%	6%	100%
Recreational opportunities	22%	54%	21%	3%	100%
Employment opportunities	4%	37%	39%	20%	100%
Educational opportunities	20%	54%	22%	3%	100%
Opportunities to participate in social events and activities	15%	58%	24%	4%	100%
Opportunities to participate in religious or spiritual events and activities	28%	56%	14%	2%	100%
Opportunities to volunteer	30%	57%	11%	2%	100%
Opportunities to participate in community matters	16%	53%	25%	6%	100%
Ease of car travel in James City County	13%	47%	30%	10%	100%
Ease of bus travel in James City County	8%	30%	34%	28%	100%
Ease of bicycle travel in James City County	14%	35%	33%	18%	100%
Ease of walking in James City County	12%	37%	30%	21%	100%
Availability of paths and walking trails	17%	36%	33%	14%	100%
Traffic flow on major streets	6%	36%	43%	15%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to James City County as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	5%	34%	42%	19%	100%
Availability of affordable quality housing	6%	17%	31%	46%	100%
Availability of affordable quality child care	2%	24%	39%	36%	100%
Availability of affordable quality health care	12%	37%	34%	16%	100%
Availability of affordable quality food	15%	50%	28%	8%	100%
Availability of preventive health services	11%	46%	35%	8%	100%
Air quality	16%	53%	28%	3%	100%
Quality of overall natural environment in James City County	16%	53%	29%	2%	100%
Overall image or reputation of James City County	19%	54%	25%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in James City County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	1%	19%	46%	34%	100%
Retail growth (stores, restaurants, etc.)	2%	6%	33%	32%	27%	100%
Jobs growth	16%	37%	35%	8%	4%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in James City County?	Percent of respondents
Not a problem	14%
Minor problem	47%
Moderate problem	32%
Major problem	7%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in James City County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	32%	50%	11%	7%	0%	100%
Property crimes (e.g., burglary, theft)	26%	51%	12%	9%	1%	100%
Environmental hazards, including toxic waste	37%	38%	18%	7%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	74%	23%	1%	2%	0%	100%
In your neighborhood after dark	52%	37%	7%	4%	1%	100%
In James City County's downtown area during the day	52%	40%	6%	2%	0%	100%
In James City County's downtown area after dark	22%	47%	20%	9%	1%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	96%
Yes	4%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in James City County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used James City County public libraries or their services	19%	22%	31%	10%	17%	100%
Used James City County recreation centers	38%	21%	17%	11%	13%	100%
Participated in a recreation program or activity	51%	20%	15%	5%	8%	100%
Visited a neighborhood park or County park	20%	33%	30%	11%	5%	100%
Ridden a local bus within James City County	94%	3%	1%	0%	2%	100%
Attended a meeting of local elected officials or other local public meeting	69%	21%	9%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	46%	29%	19%	4%	2%	100%
Read James City County Newsletter	24%	35%	36%	4%	1%	100%
Visited the James City County Web site (at www.jccegov.com.com)	43%	21%	23%	10%	3%	100%
Recycled used paper, cans or bottles from your home	25%	5%	6%	9%	55%	100%
Volunteered your time to some group or activity in James City County	56%	16%	17%	4%	7%	100%
Participated in religious or spiritual activities in James City County	36%	13%	13%	6%	32%	100%
Participated in a club or civic group in James City County	61%	14%	11%	6%	8%	100%
Provided help to a friend or neighbor	3%	17%	48%	14%	18%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	30%
Several times a week	34%
Several times a month	16%
Once a month	6%
Several times a year	6%
Once a year or less	3%
Never	5%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in James City County:	Excellent	Good	Fair	Poor	Total
Sheriff services	20%	69%	10%	0%	100%
Fire services	42%	50%	8%	0%	100%
Ambulance or emergency medical services	43%	49%	8%	0%	100%
Crime prevention	18%	60%	19%	2%	100%
Fire prevention and education	26%	58%	14%	2%	100%
Municipal courts	14%	64%	20%	3%	100%
Traffic enforcement on County road and highways	13%	48%	30%	9%	100%
Road repair	3%	39%	41%	17%	100%
Bus or transit services	4%	41%	29%	26%	100%
Garbage collection	23%	51%	19%	6%	100%
Recycling	38%	45%	13%	5%	100%
Yard waste pick-up	14%	50%	19%	18%	100%
Storm drainage	7%	49%	29%	15%	100%
Drinking water	14%	53%	19%	14%	100%
Sewer services	15%	63%	20%	1%	100%
Power (electric and/or gas) utility	20%	60%	15%	6%	100%
County parks	31%	60%	10%	0%	100%
Recreation programs or classes	26%	61%	11%	2%	100%
Recreation centers or facilities	29%	57%	11%	3%	100%
James City County open space	16%	45%	30%	8%	100%
Nature programs or classes	16%	58%	20%	7%	100%
Availability of historic sites	57%	35%	8%	0%	100%
Land use, planning and zoning	6%	30%	35%	29%	100%
Code enforcement (weeds, abandoned buildings, etc)	8%	36%	35%	22%	100%
Animal control	8%	54%	28%	9%	100%
Economic development	8%	39%	41%	12%	100%
Health services	14%	57%	26%	3%	100%
Services to seniors	15%	56%	24%	5%	100%
Services to youth	13%	41%	30%	16%	100%
Services to low-income people	8%	23%	38%	31%	100%
Public library services	40%	52%	8%	0%	100%
Public information services	14%	60%	23%	3%	100%
Public schools	23%	51%	22%	4%	100%
Cable television	10%	43%	32%	16%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	48%	30%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	13%	36%	31%	20%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in James City County:	Excellent	Good	Fair	Poor	Total
Mental health services	10%	50%	30%	10%	100%
Drug and alcohol services	7%	54%	32%	8%	100%
Adult protective services	11%	58%	28%	3%	100%
Agricultural/farm advisor	3%	60%	34%	3%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
James City County	12%	61%	24%	3%	100%
The Federal Government	6%	43%	39%	12%	100%
The State Government	3%	44%	41%	12%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	42%
Yes	58%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of James City County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	37%	47%	14%	2%	100%
Responsiveness	40%	43%	12%	5%	100%
Courtesy	45%	41%	11%	4%	100%
Overall impression	35%	46%	15%	3%	100%

Question 15: Government Performance					
Please rate the following categories of James City County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to James City County	8%	47%	32%	13%	100%
The overall direction that James City County is taking	8%	32%	42%	18%	100%
The job James City County government does at welcoming citizen involvement	6%	38%	46%	10%	100%
The job James City County government does at listening to citizens	4%	26%	40%	29%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in James City County to someone who asks	42%	43%	10%	5%	100%
Remain in James City County for the next five years	58%	26%	7%	9%	100%

Question 17: Community Cooperation in an Emergency	
If public officials asked everyone in James City County to conserve water or electricity because of some emergency, how likely or unlikely is it that people in your community would cooperate?	Percent of respondents
Very likely	52%
Somewhat likely	41%
Somewhat unlikely	5%
Very unlikely	2%
Total	100%

Question 18: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	14%
Neutral	48%
Somewhat negative	33%
Very negative	2%
Total	100%

Policy Question 1	
Which resources do you rely on to get news about James City County?	Percent of respondents
Newspaper	86%
JCC TV 48	28%
County Website	26%
Call County offices	12%
Public library	21%
Other	21%
Total may exceed 100% as respondents could select more than one option	

Policy Question 2					
How often, if at all, do you rely on each of the following for information about urgent situations?	Most of the time	Sometimes	Rarely	Not at all	Total
JCC TV 48	8%	28%	21%	43%	100%
Word of mouth	34%	40%	17%	9%	100%
Radio	36%	36%	15%	12%	100%
County Website	12%	23%	20%	44%	100%
Network TV	56%	23%	8%	12%	100%
Other	17%	31%	11%	41%	100%

Policy Question 3				
Did you know emergency information is available on Cox Channel 48 and www,jccEgov.com?	Aware	Not aware	Do not subscribe/do not have access	Total
Aware of County Website	56%	27%	17%	100%
Aware of TV 48	60%	24%	16%	100%

Question D1: Live within County Limits	
Do you live within the county limits of James City County?	Percent of respondents
No	1%
Yes	99%
Total	100%

Question D2: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	53%
Yes, part-time	12%
Total	100%

Question D3: Mode of Transportation Used for Commute					
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	0 zero days	1 to 2 days	3 to 4 days	5 or more days	Total
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	4%	4%	9%	82%	100%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	65%	7%	2%	25%	100%
Bus, Rail, Subway or other public transportation	97%	0%	0%	3%	100%
Walk	94%	6%	0%	0%	100%
Bicycle	95%	3%	2%	0%	100%
Work at home	67%	10%	7%	15%	100%
Other	96%	0%	2%	2%	100%

Question D4: Length of Residency	
How many years have you lived in James City County?	Percent of respondents
Less than 2 years	12%
2 to 5 years	27%
6 to 10 years	20%
11 to 20 years	19%
More than 20 years	22%
Total	100%

Question D5: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	66%
House attached to one or more houses (e.g., a duplex or townhome)	18%
Building with two or more apartments or condominiums	13%
Mobile home	1%
Other	2%
Total	100%

Question D6: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	20%
Owned by you or someone in this house with a mortgage or free and clear	80%
Total	100%

Question D7: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	14%
\$600 to \$999 per month	21%
\$1,000 to \$1,499 per month	17%
\$1,500 to \$2,499 per month	26%
\$2,500 or more per month	19%
Total	100%

Question D8: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question D9: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	70%
Yes	30%
Total	100%

Question D10: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	12%
\$25,000 to \$49,999	21%
\$50,000 to \$99,999	35%
\$100,000 to \$149,000	19%
\$150,000 or more	13%
Total	100%

Question D11: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	100%
Yes, I consider myself to be Spanish, Hispanic or Latino	0%
Total	100%

Question D12: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	13%
White	85%
Other	1%
Total may exceed 100% as respondents could select more than one option	

Question D13: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	18%
35 to 44 years	16%
45 to 54 years	26%
55 to 64 years	11%
65 to 74 years	9%
75 years or older	16%
Total	100%

Question D14: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D15: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	90%
Ineligible to vote	1%
Total	100%

Question D16: Voted in Last General Election	
Many people don't have time to vote in elections. Do you remember voting in the last general election?	Percent of respondents
No	13%
Yes	85%
Ineligible to vote	2%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in James City County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
James City County as a place to live	29%	126	62%	268	8%	35	0%	0	0%	2	100%	431
Your neighborhood as a place to live	43%	186	44%	190	12%	50	0%	1	0%	2	100%	429
James City County as a place to raise children	25%	103	44%	186	12%	51	1%	3	18%	76	100%	418
James City County as a place to work	11%	46	36%	150	21%	87	9%	39	23%	99	100%	421
James City County as a place to retire	37%	160	38%	163	12%	52	3%	13	10%	43	100%	430
The overall quality of life in James City County	25%	108	60%	260	14%	61	1%	2	0%	2	100%	433

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to James City County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
Sense of community	9%	38	54%	235	28%	121	5%	22	4%	16	100%	431
Openness and acceptance of the community towards people of diverse backgrounds	8%	36	38%	163	38%	164	8%	33	8%	35	100%	431
Overall appearance of James City County	18%	80	59%	256	21%	90	2%	8	0%	2	100%	436
Cleanliness of James City County	20%	87	52%	224	27%	115	1%	4	0%	2	100%	432
Overall quality of new development in James City County	17%	73	40%	173	24%	101	14%	59	5%	23	100%	430
Variety of housing options	6%	27	27%	113	33%	138	28%	120	6%	23	100%	421
Overall quality of business and service establishments in James City County	10%	43	57%	247	27%	118	3%	15	3%	11	100%	433
Shopping opportunities	16%	72	56%	244	20%	89	6%	28	0%	2	100%	434
Opportunities to attend cultural activities	16%	68	47%	204	27%	117	6%	25	5%	21	100%	436
Recreational opportunities	21%	90	51%	218	20%	87	3%	11	5%	23	100%	429
Employment opportunities	3%	12	29%	127	31%	132	16%	67	22%	93	100%	431
Educational opportunities	18%	77	49%	212	20%	87	3%	13	10%	42	100%	430

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to James City County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Opportunities to participate in social events and activities	13%	58	52%	226	22%	93	3%	14	10%	41	100% 432
Opportunities to participate in religious or spiritual events and activities	24%	106	48%	209	12%	51	2%	7	14%	61	100% 434
Opportunities to volunteer	26%	113	50%	214	10%	41	1%	6	13%	55	100% 428
Opportunities to participate in community matters	14%	58	45%	194	22%	93	5%	23	14%	62	100% 431
Ease of car travel in James City County	13%	56	46%	197	30%	127	10%	41	2%	9	100% 430
Ease of bus travel in James City County	4%	16	15%	62	17%	71	14%	59	51%	219	100% 426
Ease of bicycle travel in James City County	9%	40	23%	100	22%	95	12%	50	33%	142	100% 427
Ease of walking in James City County	10%	44	32%	140	27%	116	19%	80	12%	52	100% 432
Availability of paths and walking trails	14%	62	31%	132	28%	120	12%	52	15%	66	100% 432
Traffic flow on major streets	6%	25	36%	154	42%	184	15%	64	1%	6	100% 432
Amount of public parking	5%	21	32%	135	40%	167	18%	75	5%	21	100% 419
Availability of affordable quality housing	5%	23	15%	64	27%	118	41%	175	12%	51	100% 430
Availability of affordable quality child care	1%	3	10%	41	16%	68	15%	63	58%	246	100% 420
Availability of affordable quality health care	10%	45	32%	135	29%	123	14%	59	15%	64	100% 426
Availability of affordable quality food	15%	63	49%	212	27%	118	8%	32	2%	7	100% 432
Availability of preventive health services	8%	36	35%	151	27%	116	6%	27	23%	97	100% 428
Air quality	15%	63	49%	212	27%	114	3%	13	6%	26	100% 429
Quality of overall natural environment in James City County	15%	66	51%	221	28%	119	2%	9	3%	13	100% 428
Overall image or reputation of James City County	19%	80	52%	225	24%	104	1%	4	4%	19	100% 433

Question 3: Growth														
Please rate the speed of growth in the following categories in James City County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	1%	3	1%	3	17%	74	42%	183	31%	133	8%	36	100%	432
Retail growth (stores, restaurants, etc.)	1%	6	6%	26	31%	134	30%	128	25%	108	6%	27	100%	430
Jobs growth	10%	44	23%	98	22%	94	5%	22	2%	10	37%	160	100%	428

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in James City County?	Percent of respondents	Count
Not a problem	12%	52
Minor problem	41%	175
Moderate problem	28%	120
Major problem	6%	25
Don't know	13%	55
Total	100%	425

Question 5: Community Safety												
Please rate how safe or unsafe you feel from the following in James City County:	Very safe		Neither safe nor unsafe		Very unsafe		Don't know		Total			
	%	Count	%	Count	%	Count	%	Count	%	Count		
Violent crime (e.g., rape, assault, robbery)	31%	134	49%	209	10%	45	0%	1	2%	9	100%	429
Property crimes (e.g., burglary, theft)	26%	110	50%	214	12%	52	1%	3	3%	11	100%	427
Environmental hazards, including toxic waste	33%	143	35%	149	16%	70	0%	1	9%	38	100%	429

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know	Total		
	74%	319	23%	98	1%	5	2%	7	0%	0			0%	1
In your neighborhood during the day	52%	222	37%	158	7%	28	4%	17	1%	3	0%	1	100%	428
In your neighborhood after dark	48%	205	37%	160	6%	24	1%	6	0%	1	8%	33	100%	429
In James City County's downtown area during the day	20%	85	42%	179	17%	74	8%	36	1%	4	12%	50	100%	428
In James City County's downtown area after dark														

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	95%	408
Yes	4%	19
Don't know	1%	4
Total	100%	431

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	6%	1
Yes	91%	18
Don't know	3%	1
Total	100%	20

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in James City County?	Question 9: Resident Behaviors					
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used James City County public libraries or their services	19% 82	22% 97	31% 134	10% 43	17% 75	100% 432
Used James City County recreation centers	38% 165	21% 88	17% 73	11% 49	13% 54	100% 429
Participated in a recreation program or activity	51% 218	20% 87	15% 66	5% 23	8% 36	100% 429
Visited a neighborhood park or County park	20% 83	33% 143	30% 130	11% 49	5% 22	100% 427
Ridden a local bus within James City County	94% 406	3% 13	1% 3	0% 0	2% 9	100% 430
Attended a meeting of local elected officials or other local public meeting	69% 298	21% 89	9% 39	1% 3	1% 3	100% 430
Watched a meeting of local elected officials or other local public meeting on cable television	46% 197	29% 124	19% 83	4% 19	2% 7	100% 428
Read James City County Newsletter	24% 101	35% 147	36% 154	4% 18	1% 6	100% 426
Visited the James City County Web site (at www.jccgov.com)	43% 184	21% 90	23% 98	10% 44	3% 11	100% 426
Recycled used paper, cans or bottles from your home	25% 106	5% 20	6% 27	9% 39	55% 232	100% 424
Volunteered your time to some group or activity in James City County	56% 239	16% 69	17% 71	4% 18	7% 32	100% 428
Participated in religious or spiritual activities in James City County	36% 153	13% 54	13% 55	6% 24	32% 136	100% 421
Participated in a club or civic group in James City County	61% 260	14% 61	11% 48	6% 25	8% 33	100% 428
Provided help to a friend or neighbor	3% 13	17% 74	48% 207	14% 59	18% 76	100% 430

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	30%	127
Several times a week	34%	145
Several times a month	16%	69
Once a month	6%	27
Several times a year	6%	28
Once a year or less	3%	15
Never	5%	20
Total	100%	430

Question 11: Service Quality												
Please rate the quality of each of the following services in James City County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sheriff services	12%	51	40%	172	6%	25	0%	1	41%	176	100%	424
Fire services	30%	128	36%	152	5%	23	0%	0	29%	122	100%	425
Ambulance or emergency medical services	32%	137	37%	158	6%	27	0%	0	24%	104	100%	427
Crime prevention	13%	54	42%	179	14%	57	2%	7	30%	125	100%	422
Fire prevention and education	15%	65	34%	143	8%	34	1%	5	41%	175	100%	422
Municipal courts	7%	30	32%	136	10%	42	1%	6	49%	206	100%	420
Traffic enforcement on County road and highways	12%	50	42%	179	26%	112	8%	35	12%	50	100%	427
Road repair	3%	11	37%	159	39%	166	16%	69	5%	20	100%	424
Bus or transit services	2%	8	16%	70	12%	49	10%	44	60%	254	100%	424
Garbage collection	20%	85	44%	186	16%	69	5%	22	15%	62	100%	424
Recycling	31%	133	37%	158	11%	45	4%	16	17%	73	100%	425
Yard waste pick-up	9%	39	33%	138	12%	52	12%	49	34%	146	100%	423
Storm drainage	5%	22	37%	154	22%	91	11%	48	25%	103	100%	419
Drinking water	13%	55	50%	214	18%	79	14%	58	6%	24	100%	431
Sewer services	13%	53	52%	223	16%	70	1%	4	18%	76	100%	428
Power (electric and/or gas) utility	19%	83	58%	251	15%	64	5%	23	2%	8	100%	429
County parks	26%	113	51%	220	8%	36	0%	0	14%	58	100%	427
Recreation programs or classes	16%	70	38%	163	7%	30	1%	6	37%	155	100%	423
Recreation centers or facilities	22%	90	43%	178	8%	35	2%	9	25%	105	100%	417
James City County open space	12%	49	32%	135	22%	91	6%	24	29%	123	100%	422
Nature programs or classes	7%	28	23%	98	8%	33	3%	11	59%	247	100%	417
Availability of historic sites	51%	218	31%	133	7%	31	0%	0	10%	42	100%	424
Land use, planning and zoning	5%	20	23%	97	27%	114	23%	95	22%	93	100%	419
Code enforcement (weeds, abandoned buildings, etc)	5%	23	25%	106	25%	104	15%	65	30%	124	100%	421
Animal control	5%	23	35%	148	19%	78	6%	26	35%	146	100%	421
Economic development	6%	24	29%	121	31%	127	9%	39	25%	104	100%	415

Question 11: Service Quality												
Please rate the quality of each of the following services in James City County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Health services	11%	47	45%	192	20%	86	3%	11	21%	89	100%	425
Services to seniors	8%	36	33%	139	14%	59	3%	12	42%	179	100%	426
Services to youth	7%	31	23%	98	17%	71	9%	39	44%	184	100%	424
Services to low-income people	4%	17	11%	45	18%	74	15%	62	53%	226	100%	424
Public library services	36%	155	47%	200	7%	30	0%	0	10%	42	100%	427
Public information services	12%	49	47%	200	18%	77	2%	10	20%	86	100%	422
Public schools	16%	67	36%	152	16%	66	3%	13	30%	127	100%	425
Cable television	8%	36	37%	159	28%	119	14%	60	12%	52	100%	426
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	45	35%	148	22%	93	5%	22	28%	120	100%	427
Preservation of natural areas such as open space, farmlands and greenbelts	10%	41	28%	119	24%	102	15%	66	23%	100	100%	428
Mental health services	4%	16	18%	78	11%	47	4%	16	64%	273	100%	429
Drug and alcohol services	2%	8	16%	68	9%	40	2%	10	70%	299	100%	425
Adult protective services	3%	12	15%	64	7%	31	1%	3	74%	315	100%	426
Agricultural/farm advisor	1%	2	9%	41	5%	23	0%	2	84%	361	100%	428

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
James City County	12%	50	58%	249	22%	96	3%	13	5%	22	100%	429
The Federal Government	5%	22	37%	158	34%	143	11%	46	13%	56	100%	425
The State Government	3%	12	40%	168	36%	154	10%	44	11%	46	100%	424

Question 13: Contact with County Employees			
Have you had any in-person or phone contact with an employee of James City County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count	
No	42%	181	
Yes	58%	249	
Don't know	0%	0	
Total	100%	430	

Question 14: County Employees													
What was your impression of the employee(s) of James City County in your most recent contact?	Excellent	Good	Fair	Poor	Don't know	Total							
Knowledge	36%	91	46%	116	13%	34	2%	6	4	2%	4	100%	250
Responsiveness	40%	100	43%	108	12%	30	5%	12	0%	0	0	100%	251
Courtesy	45%	112	41%	103	11%	27	4%	9	0%	0	0	100%	251
Overall impression	35%	89	46%	115	15%	38	3%	9	0%	0	0	100%	251

Question 15: Government Performance												
Please rate the following categories of James City County government performance:	Excellent	Good	Fair	Poor	Don't know	Total						
The value of services for the taxes paid to James City County	7%	31	43%	185	30%	127	12%	51	8%	33	100%	426
The overall direction that James City County is taking	7%	29	28%	121	37%	159	16%	70	11%	48	100%	427
The job James City County government does at welcoming citizen involvement	5%	19	27%	117	33%	141	7%	32	27%	116	100%	425
The job James City County government does at listening to citizens	3%	13	19%	80	29%	123	21%	89	28%	119	100%	423

Question 16: Recommendation and Longevity											
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat unlikely		Very unlikely		Don't know	Total			
	41%	179	42%	184	9%	40			5%	20	3%
Recommend living in James City County to someone who asks	55%	238	24%	105	7%	29	5%	23	100%	433	
Remain in James City County for the next five years											

Question 17: Community Cooperation in an Emergency			
If public officials asked everyone in James City County to conserve water or electricity because of some emergency, how likely or unlikely is it that people in your community would cooperate?	Percent of respondents		Count
	Very likely	Somewhat unlikely	
Very likely	52%		224
Somewhat likely	41%		174
Somewhat unlikely	5%		22
Very unlikely	2%		10
Total	100%		430

Question 18: Impact of the Economy			
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents		Count
	Very positive	Somewhat positive	
Very positive	3%		14
Somewhat positive	14%		62
Neutral	48%		206
Somewhat negative	33%		141
Very negative	2%		9
Total	100%		431

Question 19a: Policy Question		
Which resources do you rely on to get news about James City County?	Percent of respondents	Count
Newspaper	86%	368
JCC TV 48	28%	118
County Website	26%	113
Call County offices	12%	50
Public library	21%	88
Other	21%	91
Total may exceed 100% as respondents could select more than one option		

Question 19b: Policy Question						
How often, if at all, do you rely on each of the following for information about urgent situations?	Most of the time		Sometimes	Rarely	Not at all	Total
JCC TV 48	8%	30	28%	102	76	366
Word of mouth	34%	131	40%	152	63	382
Radio	36%	144	36%	142	61	396
County Website	12%	43	23%	81	70	350
Network TV	56%	233	23%	96	34	413
Other	17%	45	31%	82	28	262

Question 19c: Policy Question					
Did you know emergency information is available on Cox Channel 48 and www.jccEgov.com?	Aware		Do not subscribe/do not have access		Total
Aware of County Website	56%	234	27%	113	415
Aware of TV 48	60%	257	24%	102	428

Question D1: Live within City Limits		
Do you live within the county limits of James City County?	Percent of respondents	Count
No	1%	5
Yes	99%	424
Don't know	0%	0
Total	100%	429

Question D2: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	152
Yes, full-time	53%	230
Yes, part-time	12%	51
Total	100%	434

Question D3: Mode of Transportation Used for Commute												
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	0 zero days		1 to 2 days		3 to 4 days		5 or more days		Don't know		Total	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count		
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	4%	11	4%	11	9%	23	82%	208	0%	0	100%	253
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	65%	76	7%	9	2%	3	25%	30	0%	0	100%	117
Bus, Rail, Subway or other public transportation	97%	94	0%	0	0%	0	3%	3	0%	0	100%	97
Walk	94%	91	6%	6	0%	0	0%	0	0%	0	100%	97
Bicycle	95%	94	3%	3	2%	2	0%	0	0%	0	100%	99
Work at home	67%	76	10%	11	7%	8	15%	17	0%	0	100%	113
Other	96%	75	0%	0	2%	2	2%	2	0%	0	100%	79

Question D4: Length of Residency		
How many years have you lived in James City County?	Percent of respondents	Count
Less than 2 years	12%	52
2 to 5 years	27%	119
6 to 10 years	20%	87
11 to 20 years	19%	82
More than 20 years	22%	95
Total	100%	436

Question D5: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	66%	285
House attached to one or more houses (e.g., a duplex or townhome)	18%	77
Building with two or more apartments or condominiums	13%	58
Mobile home	1%	6
Other	2%	8
Total	100%	435

Question D6: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	20%	84
Owned by you or someone in this house with a mortgage or free and clear	80%	338
Total	100%	421

Question D7: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	4%	15
\$300 to \$599 per month	14%	58
\$600 to \$999 per month	21%	89
\$1,000 to \$1,499 per month	17%	72
\$1,500 to \$2,499 per month	26%	109
\$2,500 or more per month	19%	78
Total	100%	421

Question D8: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	67%	289
Yes	33%	142
Total	100%	431

Question D9: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	70%	306
Yes	30%	129
Total	100%	435

Question D10: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	12%	49
\$25,000 to \$49,999	21%	87
\$50,000 to \$99,999	35%	144
\$100,000 to \$149,000	19%	76
\$150,000 or more	13%	55
Total	100%	411

Question D11: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	100%	430
Yes, I consider myself to be Spanish, Hispanic or Latino	0%	1
Total	100%	431

Question D12: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	4
Asian, Asian Indian or Pacific Islander	4%	18
Black or African American	13%	55
White	85%	366
Other	1%	4
Total may exceed 100% as respondents could select more than one option		

Question D13: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	3%	14
25 to 34 years	18%	79
35 to 44 years	16%	68
45 to 54 years	26%	115
55 to 64 years	11%	49
65 to 74 years	9%	39
75 years or older	16%	71
Total	100%	435

Question D14: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	228
Male	46%	195
Total	100%	423

Question D15: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	38
Yes	90%	388
Ineligible to vote	1%	4
Don't know	1%	3
Total	100%	433

Question D16: Voted in Last General Election		
Many people don't have time to vote in elections. Do you remember voting in the last general election?	Percent of respondents	Count
No	13%	58
Yes	84%	365
Ineligible to vote	2%	8
Don't know	1%	3
Total	100%	434

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within James City County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within James City County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve James City County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of James City County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within James City County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 4, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the County Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Forty-eight of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 1,152 households receiving the survey mailings, 437 completed the survey, providing a response rate of 38%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than four percentage points in either direction from what would have been obtained had responses been collected from all James City County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the sample were compared to those of James City County as reflected in the U.S. Census data. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two or three variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The three socioeconomic characteristics that were used to weight the survey results were housing unit type, race and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population benchmarks. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the James City County, VA 2007 Citizen Survey			
Respondent Characteristics	Population Norm ¹	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	23%	10%	20%
Own Home	77%	90%	80%
Type of Housing Unit			
Single-Family Detached	67%	83%	67%
Attached	33%	17%	33%
Ethnicity			
Non-Hispanic	98%	100%	100%
Hispanic	2%	0%	0%
Race			
White/Caucasian	82%	91%	82%
Non-White	18%	9%	18%
Gender			
Female	52%	50%	54%
Male	48%	50%	46%
Age			
18-34	22%	7%	22%
35-54	41%	32%	41%
55+	37%	61%	37%
Gender and Age			
Females 18-34	11%	5%	11%
Females 35-54	21%	21%	23%
Females 55+	20%	25%	20%
Males 18-34	11%	3%	11%
Males 35-54	20%	12%	20%
Males 55+	17%	35%	16%

¹ Source: 2000 Census

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City. *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of James City County to the Benchmark Database

James City County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern states). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the James City County Survey was included in NRC's database and there were

at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, James City County results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of James City County's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: JURISDICTIONS INCLUDED IN BENCHMARKS

NATIONAL BENCHMARKS

Listed below are the jurisdictions included in the national benchmark comparisons. Beside each jurisdiction is its population according to the 2000 U.S. Census.

Agoura Hills, CA20,537	Boulder, CO 94,673	Columbus, OH 711,470
Akron, OH217,074	Bowling Green, KY 49,296	Concord, CA 121,780
Alabaster, AL22,169	Bozeman, MT 27,509	Concord, NC 55,977
Alamogordo, NM 35,582	Bradenton, FL 49,504	Cookeville, TN 23,923
Albemarle County, VA .79,236	Brevard County, FL 476,230	Cooper City, FL 27,939
Alpharetta, GA NA	Broken Arrow, OK 74,839	Coral Springs, FL 117,549
Ames, IA50,731	Broomfield, CO 38,272	Corpus Christi, TX 277,454
Andover, MA31,247	Broward County,	Corvallis, OR 49,322
Ankeny, IA27,117	FL 1,623,018	Cumberland County,
Ann Arbor, MI114,024	Bryan, TX 34,733	PA 213,674
Appleton, WI70,087	Burlingame, CA 28,158	Cupertino, CA 50,546
Archuleta County, CO9,898	Burlington, MA NA	Dakota County, MN ... 355,904
Arkansas City, KS11,963	Calgary, Canada 878,866	Dallas, TX 1,188,580
Arlington County, VA .189,453	Cambridge, MA 101,355	Dania Beach, FL 20,061
Arlington, TX332,969	Canandaigua, NY 11,264	Davenport, IA 98,359
Arvada, CO102,153	Cape Coral, FL 102,286	Davidson, NC 7,139
Ashland County, WI 16,866	Capitola, CA 10,033	Daviess County, KY 91,545
Ashland, KY21,981	Carlsbad, CA 78,247	Daytona Beach, FL 64,112
Ashland, OR19,522	Carlsbad, CA 78,247	Decatur, GA 18,147
Aspen, CO5,914	Carson City, NV 52,457	DeKalb, IL 39,018
Auburn, AL42,987	Cartersville, GA 15,925	Del Mar, CA 4,389
Austin, TX656,562	Carver County, MN 70,205	Delaware, OH 25,243
Avondale, AZ35,883	Cary, NC 94,536	Delhi Township, MI 22,569
Barnstable, MA47,821	Castle Rock, CO 20,224	Delray Beach, FL 60,020
Batavia, IL23,866	Cedar Creek, NE 396	Denver (City and County),
Battle Creek, MI53,364	Cedar Falls, IA 36,145	CO 554,636
Bedford County, VA60,371	Chandler, AZ 176,581	Denver Public Library,
Beekman, NY 11,452	Chanhassen, MN 20,321	CO NA
Belleair Beach, FL 1,751	Charlotte County, FL.. 141,627	Des Moines, IA 198,682
Bellevue, WA109,569	Charlotte, NC 540,828	Detroit, MI 951,270
Bellflower, CA72,878	Chesterfield County,	District of Saanich,
Bellingham, WA67,171	VA 259,903	Victoria, Canada 103,654
Benbrook, TX20,208	Cheyenne, WY 53,011	Douglas County, CO.. 175,766
Bend, OR52,029	Chittenden County,	Dover, DE 32,135
Benicia, CA26,865	VT 146,571	Dover, NH 26,884
Bettendorf, IA31,275	Chula Vista, CA 173,556	Dublin, OH 31,392
Biloxi, MS50,644	Claremont, CA 33,998	Duluth, MN 86,918
Blacksburg, VA39,357	Clark County, WA 345,238	Duncanville, TX 36,081
Bloomfield, NM6,417	Clarke County, IA 9,133	Durango, CO 13,922
Blue Earth, MN3,621	Clearwater, FL 108,787	Durham, NC 187,038
Blue Springs, MO48,080	College Park, MD 242,657	Duval County, FL 778,879
Boise, ID185,787	Collier County, FL 251,377	Eagle County, CO 41,659
Bonita Springs, FL32,797	Colorado Springs,	East Providence, RI 48,688
Borough of Ebensburg,	CO 360,890	Eau Claire, WI 61,704
PA3,091	Columbia, MO 84,531	Edmond, OK 68,315
Botetourt County, VA ...30,496	Columbia, SC 116,278	El Cerrito, CA 23,171
Boulder County, CO...291,288	Columbus, GA 185,781	El Paso, TX 563,662

Ellisville, MO	9,104
Elmhurst, IL	42,762
Englewood, CO	31,727
Ephrata Borough, PA	13,213
Eugene, OR	137,893
Eustis, FL	15,106
Evanston, IL	74,239
Fairway, KS	3,952
Farmington, NM	37,844
Farmington, UT	12,081
Fayetteville, AR	58,047
Fishers, IN	37,835
Flagstaff, AZ	52,894
Florence, AZ	17,054
Fort Collins, CO	118,652
Fort Smith, AR	80,268
Fort Wayne, IN	205,727
Fort Worth, TX	534,694
Fridley, MN	27,449
Fruita, CO	6,478
Gaithersburg, MD	NA
Galt, CA	19,472
Gary, IN	102,746
Gillette, WY	19,646
Golden, CO	17,159
Grand County, CO	12,442
Grand Forks, MN	231
Grand Forks, ND	49,321
Grand Prairie, TX	127,427
Grandview, MO	24,881
Greenville, SC	10,468
Greenwood Village, CO	11,035
Gresham, OR	90,205
Gurnee, IL	28,834
Hanau, Germany	NA
Hanover County, VA	86,320
Henderson, NV	175,381
Highland Park, IL	31,365
Highlands Ranch, CO ...	70,931
Homer, AK	3,946
Homewood, IL	19,543
Honolulu, HI	876,156
Hopewell, VA	22,354
Hoquiam, WA	9,097
Hot Springs, AR	35,613
Hot Sulphur Springs, CO ...	521
Hudson, NC	3,078
Hudson, OH	22,439
Hutchinson, MN	13,080
Independence, MO	113,288
Indianola, IA	12,998
Iowa County, IA	15,671
Irving, TX	191,615
Jackson County, OR ...	181,269
James City County, VA	NA
Jefferson County, CO .	527,056
Jefferson Parish, LA	455,466
Joplin, MO	45,504
Kansas City, MO	441,545
Kearney, NE	27,431
Keizer, OR	32,203
Kelowna, Canada	NA
Kent, WA	79,524
King County, WA ...	1,737,034
Kirkland, WA	45,054
Kissimmee, FL	47,814
Kitsap County, WA	231,969
Knightdale, NC	5,958
La Mesa, CA	54,749
Laguna Beach, CA	23,727
Lake Oswego, OR	35,278
Lakewood, CO	144,126
Larimer County, CO ..	251,494
Lebanon, OH	16,962
Lee's Summit, MO	70,700
Lenexa, KS	40,238
Lewisville, TX	77,737
Lexington, KY	260,512
Lincolnwood, IL	12,359
Livermore, CA	73,345
Livermore, CA	NA
Lodi, CA	56,999
Lone Tree, CO	4,873
Long Beach, CA	461,522
Longmont, CO	71,093
Los Angeles, CA	3,694,820
Louisville, CO	18,937
Loveland, CO	50,608
Lyme, NH	1,679
Lynchburg, VA	65,269
Lynnwood, WA	33,847
Lynwood, CA	69,845
Macon, GA	97,255
Manchester, CT	54,740
Mankato, MN	32,427
Maplewood, MN	34,947
Marion, IA	7,144
Maryland Heights, MO	25,756
Marysville, WA	12,268
Maryville, MO	10,581
Maui, HI	128,094
Mauldin, SC	15,224
McAllen, TX	106,414
Medina, MN	4,005
Melbourne, FL	71,382
Meridian Charter Township, MI	38,987
Merriam, KS	11,008
Mesa County, CO	116,255
Miami-Dade County, FL	2,253,362
Miami Beach, FL	87,933
Milledgeville, GA	18,757
Milton, WI	5,132
Minneapolis, MN	382,618
Mission Viejo, CA	93,102
Missouri City, TX	52,913
Montgomery County, MD	873,341
Morgan Hill, CA	33,556
Morgantown, WV	26,809
Moscow, ID	21,291
Mountain View, CA	70,708
Munster, IN	21,511
Myrtle Beach, SC	22,759
Naperville, IL	128,358
New Orleans, LA	484,674
Newport News, VA	180,150
Newport, RI	26,475
Newton, IA	15,579
Normal, IL	45,386
North Branch, MN	8,023
North Jeffco Park and Recreation District, CO ...	NA
North Las Vegas, NV ..	115,488
North Port, FL	22,797
North Vancouver, Canada	44,303
Northampton County, VA	13,093
Northern Tier Coalition Community Survey, PA ...	NA
Northglenn, CO	31,575
Novi, MI	47,386
O'Fallon, IL	21,910
O'Fallon, MO	46,169
Oak Ridge, TN	27,387
Oakland Park, FL	30,966
Oakville, Canada	NA
Ocean City, MD	7,173
Ocean Shores, WA	3,836
Oceanside, CA	161,029
Ocoee, FL	24,391
Oklahoma City, OK ...	506,132
Olathe, KS	92,962
Oldsmar, FL	11,910
Olympia, WA	42,514
Orleans Parish, LA	484,674
Ottawa County, MI	238,314
Overland Park, KS	149,080
Oviedo, FL	26,316
Oxnard, CA	170,358
Ozaukee County, WI ...	82,317
Palatine, IL	65,479
Palm Bay, FL	79,413

Palm Beach County, FL	1,131,184	San Ramon, CA	44,722	Tucson, AZ	486,699
Palm Beach Gardens, FL	35,058	Sandusky, OH	27,844	Upper Merion Township, PA	28,863
Palm Beach, FL.....	10,468	Santa Barbara County, CA	399,347	Urbandale, IA	29,072
Palm Coast, FL	32,732	Santa Monica, CA	84,084	Vail, CO	NA
Palm Springs, CA.....	42,807	Sarasota, FL	52,715	Vancouver, WA	143,560
Palo Alto, CA	58,598	Sault Sainte Marie, MI..	16,542	Village of Brown Deer, WI	12,170
Parker, CO	23,558	Scott County, MN	89,498	Village of Howard City, MI	1,585
Pasadena, TX.....	141,674	Scottsdale, AZ.....	202,705	Village of Oak Park, IL ..	52,524
Pasco, WA	32,066	Sedona, AZ.....	10,192	Virginia Beach, VA.....	425,257
Pasco, WA	NA	Seminole, FL.....	10,890	Volusia County, FL.....	443,343
Pew Center Survey,	NA	Sheldahl, IA	336	Wahpeton, ND	8,586
Phenix City, AL	28,265	Shenandoah, TX	1,503	Walnut Creek, CA.....	64,296
Philadelphia, PA.....	1,517,550	Shorewood, IL	7,686	Walton County, FL.....	40,601
Phoenix, AZ	1,321,045	Shrewsbury, MA	31,640	Washington City, UT.....	8,186
Pickens County, SC	110,757	Siloam Springs, AR	10,000	Washington City, UT.....	NA
Pinellas County, FL.....	921,482	Skokie, IL.....	63,348	Washington County, MN.....	201,130
Pinellas County, FL.....	NA	Slater, IA.....	1,306	Washoe County, NV ..	339,486
Pitkin County, CO	NA	Smyrna, GA	40,999	Waukee, IA.....	5,126
Platte City, MO	3,866	Snoqualmie, WA	NA	Wausau, WI.....	38,426
Polk County, IA	374,601	South Daytona, FL	13,177	Wauwatosha, WI	47,271
Polk County, MN	31,369	Sparks, NV.....	66,346	West Des Moines, IA....	46,403
Port Orange, FL	45,823	Springfield, MO.....	151,580	West Hartford, CT	63,589
Portland, OR	529,121	Springfield, OR.....	52,864	West Metro Fire Protection District, CO ...	NA
Poway, CA	48,044	St. Cloud, MN.....	59,107	Western Eagle County Metro Recreation District, CO	NA
Prescott Valley, AZ.....	25,535	St. Louis County, MN	200,528	Westerville, OH.....	35,318
Prince Albert, Canada...34,291		St. Paul, MN	287,151	Westminster, CO.....	100,940
Prince William County, VA	280,813	Stafford County, VA	92,446	Wethersfield, CT	26,271
Prior Lake, MN.....	15,917	Starkville, MS.....	21,869	Wheat Ridge, CO.....	32,913
Rancho Cordova, CA....	55,060	State College, PA	38,420	Whitehorse, Canada.....	NA
Redding, CA.....	80,865	Staunton, VA	23,853	Whitewater, WI.....	13,437
Reno, NV	180,480	Steamboat Springs, CO ..	9,815	Wichita, KS	344,284
Richland, WA.....	38,708	Stillwater, OK	39,065	Williamsburg, VA.....	11,998
Richmond, CA.....	99,216	Stockton, CA.....	243,771	Willingboro Township, NJ.....	33,008
Ridgecrest, CA.....	24,927	Suamico, WI.....	8,686	Wilmington, NC	90,400
Riverdale, UT	7,656	Sugar Grove, IL.....	NA	Windsor, CT	28,237
Riverside, CA	255,166	Sugar Land, TX	63,328	Winnipeg, Canada	619,544
Rock Hill, SC.....	49,765	Summit County, CO	23,548	Winter Park, FL	24,090
Rockville, MD.....	47,388	Sunnyvale, CA.....	131,760	Woodridge, IL	30,934
Round Rock, TX	61,136	Superior, WI	27,368	Worcester, MA.....	172,648
Rye, NY.....	14,955	Tacoma, WA	193,556	Worcester, MA.....	172,648
Saco, ME	16,822	Takoma Park, MD.....	17,299	Yellowknife, Canada	NA
Safford, AZ	9,232	Tallahassee, FL.....	150,624		
Salina, KS	45,679	Taos, NM.....	4,700		
San Bernardino County, CA	1,709,434	Teton County, WY	18,251		
San Francisco, CA	776,733	The Colony, TX.....	26,531		
San Jose, CA.....	894,943	Thornton, CO	82,384		
San Marcos, TX	34,733	Thunder Bay, Canada	109,016		
		Titusville, FL	40,670		
		Troy, MI	80,959		

SOUTHERN STATES BENCHMARKS

Listed below are the jurisdictions included in the southern states benchmark comparisons. Beside each jurisdiction is its population according to the 2000 U.S. Census.

Albemarle County, VA 79,236	Daviess County, KY 91,545	Oldsmar, FL 11,910
Alpharetta, GA NA	Daytona Beach, FL..... 64,112	Oviedo, FL 26,316
Arlington County, VA 189,453	Decatur, GA 18,147	Palm Bay, FL 79,413
Ashland, KY 21,981	Delray Beach, FL 60,020	Palm Beach County, FL 1,131,184
Bedford County, VA 60,371	Dover, DE 32,135	Palm Beach Gardens, FL 35,058
Belleair Beach, FL..... 1,751	Durham, NC..... 187,038	Palm Coast, FL 32,732
Bonita Springs, FL..... 32,797	Gaithersburg, MD..... NA	Pickens County, SC.... 110,757
Botetourt County, VA ... 30,496	Greenville, SC 10,468	Pinellas County, FL ... 921,482
Bowling Green, KY..... 49,296	Hanover County, VA ... 86,320	Port Orange, FL..... 45,823
Bradenton, FL..... 49,504	James City County, VA..... NA	Prince William County, VA..... 280,813
Brevard County, FL..... 476,230	Kissimmee, FL..... 47,814	Rock Hill, SC 49,765
Broward County, FL 1,623,018	Lexington, KY 260,512	Rockville, MD..... 47,388
Cape Coral, FL 102,286	Lynchburg, VA..... 65,269	Sarasota, FL..... 52,715
Cartersville, GA..... 15,925	Macon, GA..... 97,255	Seminole, FL 10,890
Cary, NC 94,536	Mauldin, SC..... 15,224	Smyrna, GA 40,999
Charlotte County, FL .. 141,627	Melbourne, FL 71,382	Stafford County, VA 92,446
Charlotte, NC 540,828	Miami-Dade County, FL..... 2,253,362	Staunton, VA..... 23,853
Chesterfield County, VA 259,903	Miami Beach, FL..... 87,933	Tallahassee, FL..... 150,624
Clearwater, FL 108,787	Milledgeville, GA 18,757	Titusville, FL 40,670
College Park, MD..... 242,657	Montgomery County, MD 873,341	Virginia Beach, VA..... 425,257
Collier County, FL 251,377	Morgantown, WV 26,809	Volusia County, FL..... 443,343
Columbia, SC 116,278	Myrtle Beach, SC 22,759	Walton County, FL 40,601
Columbus, GA 185,781	Newport News, VA.... 180,150	Williamsburg, VA..... 11,998
Concord, NC..... 55,977	North Port, FL..... 22,797	Wilmington, NC 90,400
Cookeville, TN 23,923	Northampton County, VA 13,093	
Cooper City, FL 27,939	Oak Ridge, TN..... 27,387	
Coral Springs, FL 117,549	Oakland Park, FL 30,966	
	Ocoee, FL..... 24,391	

APPENDIX D: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within James City County.



101-C MOUNTS BAY ROAD
P.O. BOX 8784
WILLIAMSBURG, VIRGINIA 23187-8784

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



101-C MOUNTS BAY ROAD
P.O. BOX 8784
WILLIAMSBURG, VIRGINIA 23187-8784

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



101-C MOUNTS BAY ROAD
P.O. BOX 8784
WILLIAMSBURG, VIRGINIA 23187-8784

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



101-C MOUNTS BAY ROAD
P.O. BOX 8784
WILLIAMSBURG, VIRGINIA 23187-8784

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear James City County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about James City County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Sanford B. Wanner
County Administrator

Dear James City County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about James City County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Sanford B. Wanner
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Sincerely,



Sanford B. Wanner
County Administrator



COUNTY ADMINISTRATION

101-C MOUNTS BAY ROAD, P.O. BOX 8784, WILLIAMSBURG, VIRGINIA 23187-8784
PHONE: (757) 253-6605 FAX: (757) 253-6833 E-MAIL: cadm@james-city.va.us

September 2007

Dear James City County Resident:

James City County is beginning the 2008 Comprehensive Plan update and wants to know what you think about the County and its local government. I invite you to participate in this Citizen Survey, an opportunity for you to provide your feedback to help shape the future of the County. The Comprehensive Plan is the County's master plan for guiding future growth and development. Your answers will help shape the Comprehensive Plan and provide County staff and the Board of Supervisors with data to make informed decisions regarding the County's quality of life. Please participate!

To get a representative sample of James City County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You have been selected among only a small group of residents so your feedback is very important to us. If there are issues that you wish to comment on not covered in this survey, there will be other opportunities to share these opinions during the Comprehensive Plan update. If you have any questions about the Citizen Survey please call the Planning office at (757) 253-6685.

This is an opportunity for you to help shape the future of James City County; please take advantage of it! Thank you for your time and participation.

Sincerely,

Sanford B. Wanner
County Administrator



COUNTY ADMINISTRATION

101-C MOUNTS BAY ROAD, P.O. BOX 8784, WILLIAMSBURG, VIRGINIA 23187-8784

PHONE: (757) 253-6605

FAX: (757) 253-6833

E-MAIL: cadm@james-city.va.us

September 2007

Dear James City County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you already completed it and sent it back, thank you for your time and we ask that you please do not respond twice.** If you have not had the opportunity to complete the survey, we would appreciate your response. James City County would like to have your feedback concerning your community and local government.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help James City County staff and Board of Supervisors to make decisions affecting our community. Please participate!

To get a representative sample of James City County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You have been selected among only a small group of residents so your feedback is very important to us. If there are issues that you wish to comment on not covered in the survey, there will be other opportunities to share these opinions during the Comprehensive Plan update. If you have any questions about the Citizen Survey please call the Planning office at (757) 253-6685.

This is an opportunity for you to help shape the future of James City County; please take advantage of it! Thank you for your time and participation.

Sincerely,

Sanford B. Wanner
County Manager

James City County 2007 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in James City County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
James City County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
James City County as a place to raise children	1	2	3	4	5
James City County as a place to work.....	1	2	3	4	5
James City County as a place to retire	1	2	3	4	5
The overall quality of life in James City County.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to James City County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of James City County	1	2	3	4	5
Cleanliness of James City County	1	2	3	4	5
Overall quality of new development in James City County.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in James City County.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in James City County.....	1	2	3	4	5
Ease of bus travel in James City County.....	1	2	3	4	5
Ease of bicycle travel in James City County	1	2	3	4	5
Ease of walking in James City County.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in James City County	1	2	3	4	5
Overall image or reputation of James City County.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in James City County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in James City County?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in James City County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In James City County's downtown area during the day.....	1	2	3	4	5	6
In James City County's downtown area after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in James City County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used James City County public libraries or their services	1	2	3	4	5
Used James City County recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or County park.....	1	2	3	4	5
Ridden a local bus within James City County	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read James City County Newsletter	1	2	3	4	5
Visited the James City County Web site (at www.jccegov.com)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in James City County.....	1	2	3	4	5
Participated in religious or spiritual activities in James City County	1	2	3	4	5
Participated in a club or civic group in James City County	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about everyday
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

James City County 2007 Citizen Survey

11. Please rate the quality of each of the following services in James City County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
James City County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services	1	2	3	4	5
Adult protective services	1	2	3	4	5
Agricultural/Farm advisor	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
James City County.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of James City County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of James City County in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of James City County government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to James City County.....	1	2	3	4	5
The overall direction that James City County is taking.....	1	2	3	4	5
The job James City County government does at welcoming citizen involvement.....	1	2	3	4	5
The job James City County government does at listening to citizens.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in James City County to someone who asks.....	1	2	3	4	5
Remain in James City County for the next five years.....	1	2	3	4	5

17. If public officials asked everyone in James City County to conserve water or electricity because of some emergency, how likely or unlikely is it that people in your community would cooperate?

- Very likely Somewhat likely Somewhat unlikely Very unlikely

18. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

19. Please check the response that comes closest to your opinion for each of the following questions:

a. Which resources do you rely on to get news about James City County? Please check all that apply.

- Newspaper
 JCC TV 48
 County Web site
 Call County offices
 Public library
 Other

b. How often, if at all, do you rely on each of the following for information about urgent situations?

	Most of the time	Sometimes	Rarely	Not at all
JCC TV 48.....	1	2	3	4
Word of mouth.....	1	2	3	4
Radio.....	1	2	3	4
County Web site.....	1	2	3	4
Network TV.....	1	2	3	4
Other.....	1	2	3	4

c. Please select the response that best reflects your awareness of these options for emergency information:

	Aware	Not aware	Do not subscribe/ do not have access
The County's Web site: jccgov.com.....	1	2	3
Cox Channel 48.....	1	2	3

James City County 2007 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Do you live within the County limits of James City County?

- No Yes

D2. Are you currently employed for pay?

- No → Go to Question D4
 Yes, full time → Go to Question D3
 Yes, part time → Go to Question D3

D3. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
Bus, Rail, Subway or other public transportation days
Walk days
Bicycle days
Work at home days
Other days

D4. How many years have you lived in James City County?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

D6. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both question D11 and D12:

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your sex?

- Female Male

D15. Are you registered to vote in your jurisdiction?

- No
 Yes
 Ineligible to vote
 Don't know

D16. Many people don't have time to vote in elections. Do you remember voting in the last general election?

- No
 Yes
 Ineligible to vote
 Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



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