

Town of Herndon: Citizen Survey

Final Report – Summary

Contents

- **Project Background**
- High Level Review
- Town Infrastructure
- Parks and Amenities
- Other Amenities
- Information
- Overall Evaluation

Project Objectives

Quantitative and qualitative assessment

Project Objectives

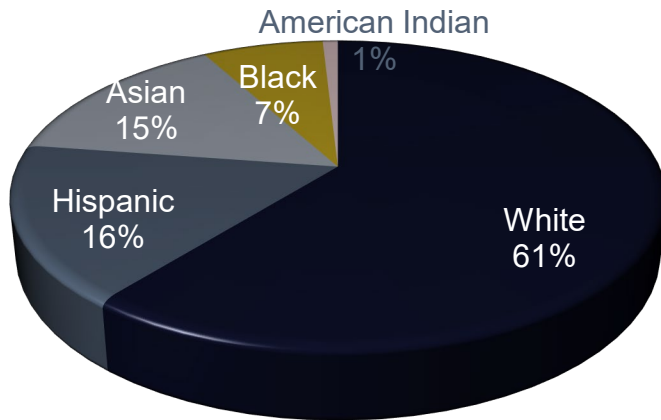
The primary objective of the survey was to assess overall satisfaction with the delivery of services within the Town of Herndon. Citizens were asked questions covering a variety of topics to include how citizens learn about town services, policies, and programs and what they like best about living in Herndon.

Specifically, the project focused on the following objectives:

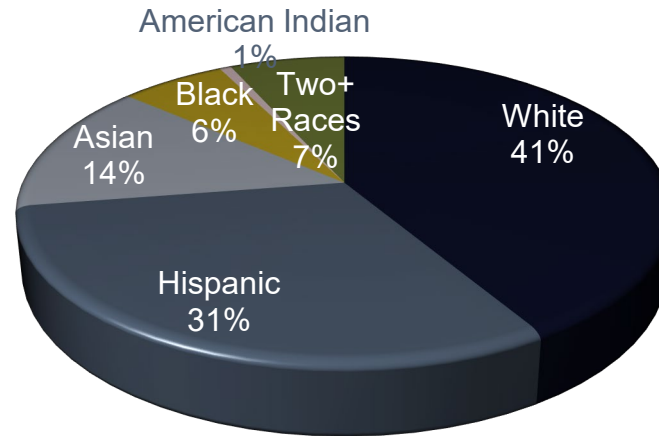
- Develop a survey instrument (based upon previous questionnaires) to measure the overall citizen satisfaction with the delivery of town services and solicit feedback;
- Complete a pre-test of the survey instrument and data collection process and, upon completion, modify the instrument and process as necessary to ensure that the study will provide adequate and accurate information;
- Programming of the survey questionnaire CATI software and web based survey software for data collection, implementation of quality assurance guidelines, and training and briefing interviewers on the study;
- Conducting a statistically valid survey of Town of Herndon citizens measuring the selected services and behaviors, weighting the data to reflect the actual population characteristics as necessary;
- Provide additional insight into the overall key project objective;
- Computing response frequencies, cross-tabulations, and additional analysis as required;
- Preparing a detailed report of results in graphical format for presentation to the project team;
- Providing a copy of the final dataset in Excel format with a data dictionary;
- Other objectives as identified by the Town of Herndon and PMG in the course of the project.

Sample Composition: Racial/ Ethnic Make-Up

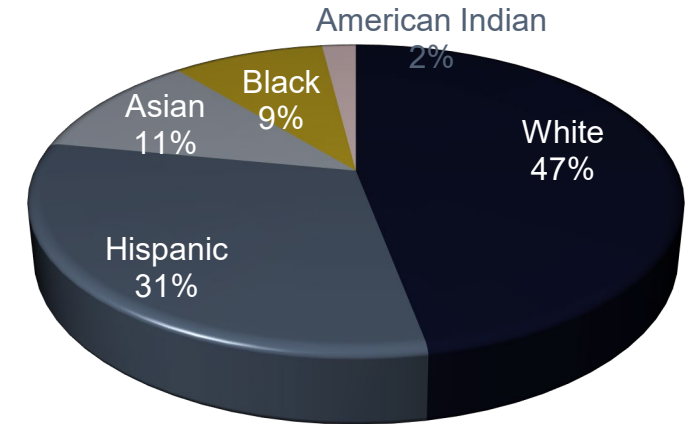
Survey Sample



Census



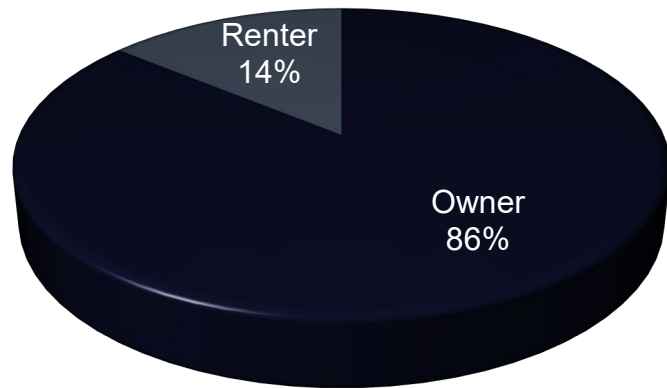
Weighted Sample



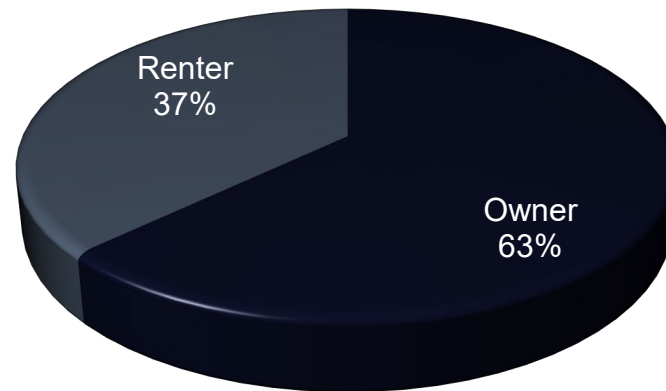
NOTE: Hispanics may be of any race, so are included in other totals; Race was primary weighting criteria

Sample Composition: Home Ownership

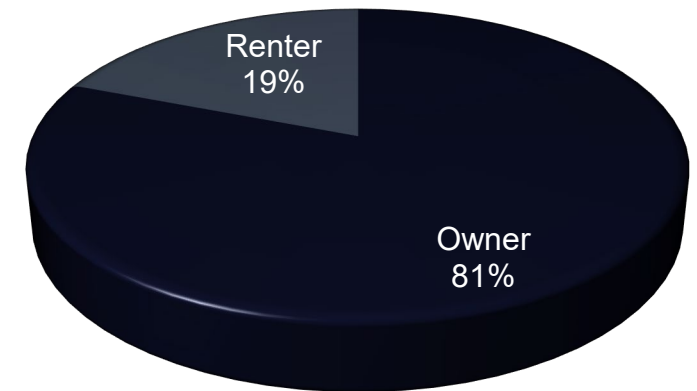
Survey Sample



Census



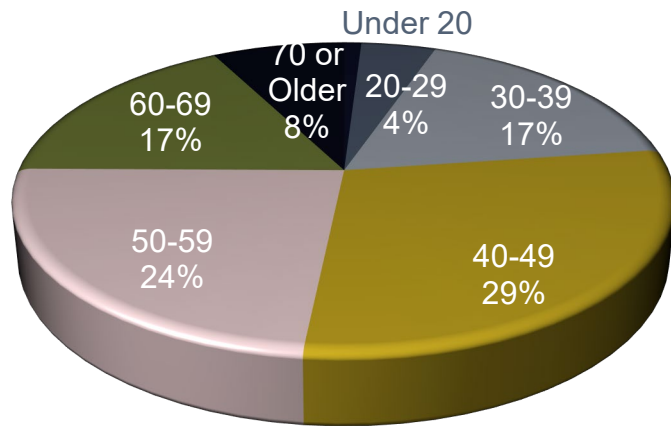
Weighted Sample



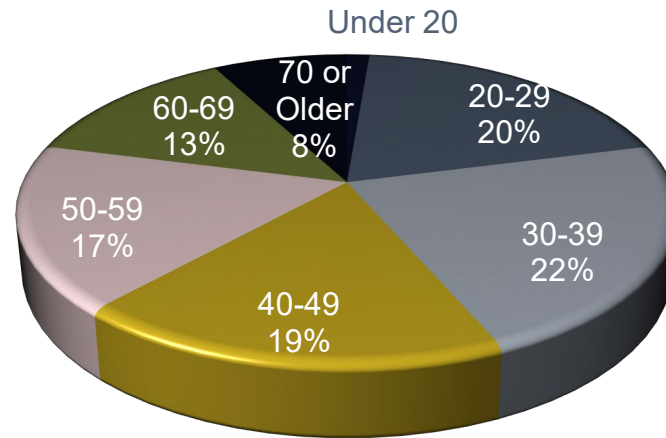
NOTE: Home ownership was not primary weighting criteria

Sample Composition: Age

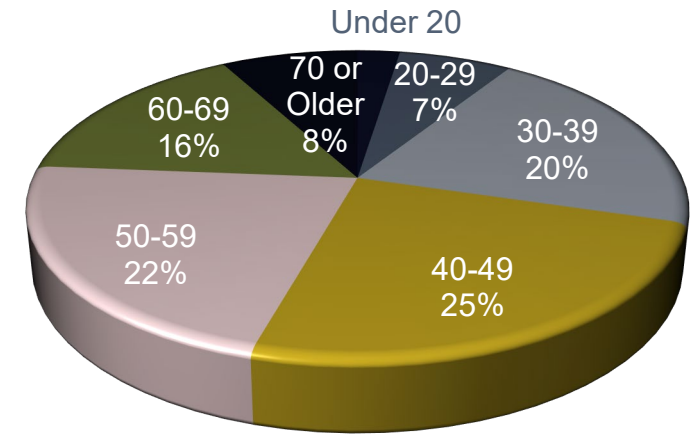
Survey Sample



Census



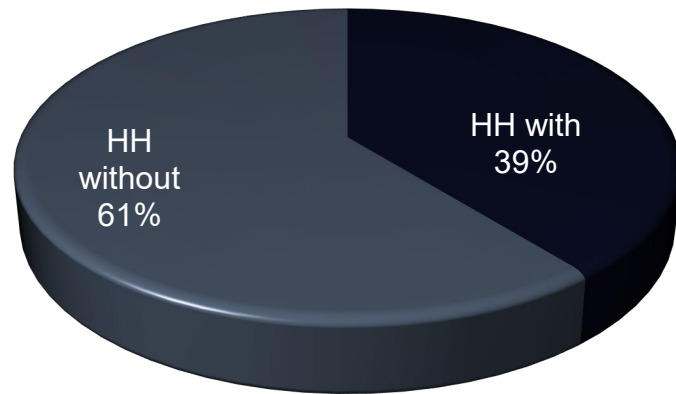
Weighted Sample



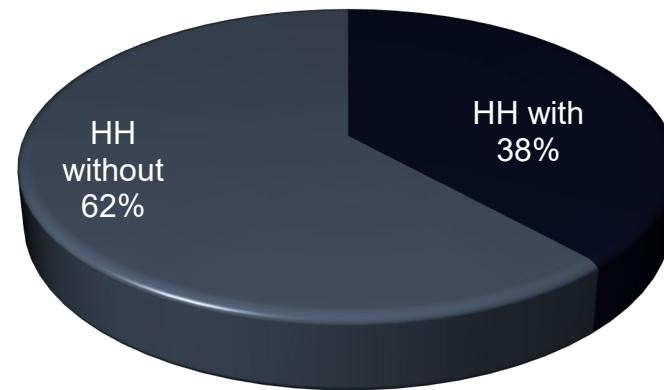
NOTE: Census percentages include the under 20 category as 1% to equilibrate with the survey sample, which excluded respondents under 18; age was not primary weighting criteria

Sample Composition: Children in the Home

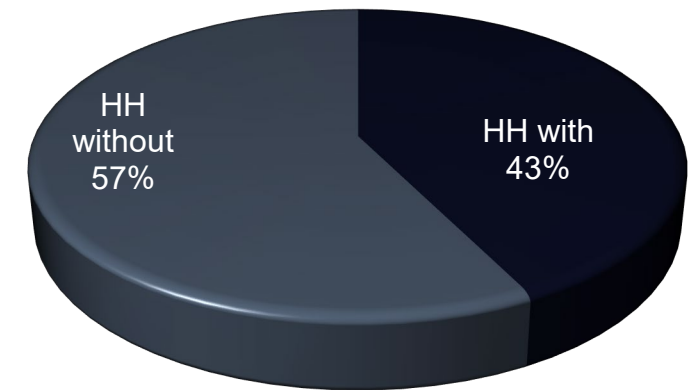
Survey Sample



Census



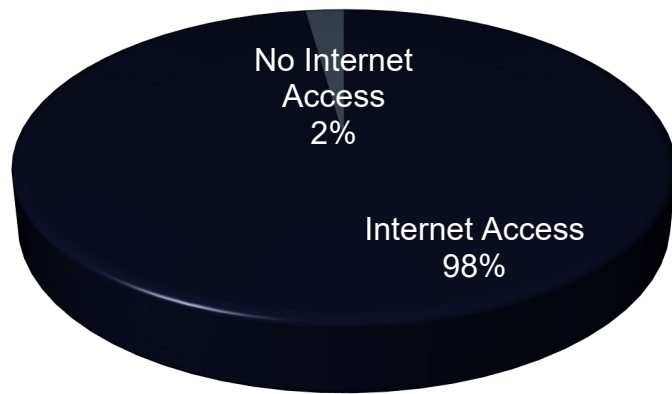
Weighted Sample



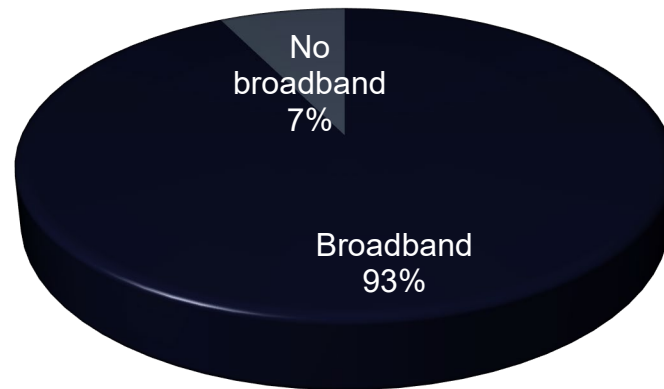
NOTE: Children in the home was not primary weighting criteria

Sample Composition: Internet Access

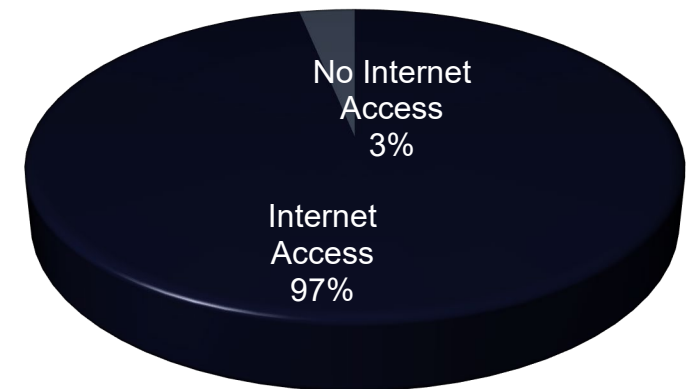
Survey Sample



Census



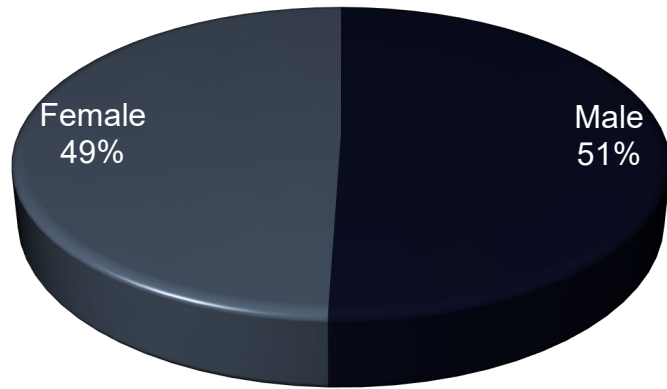
Weighted Sample



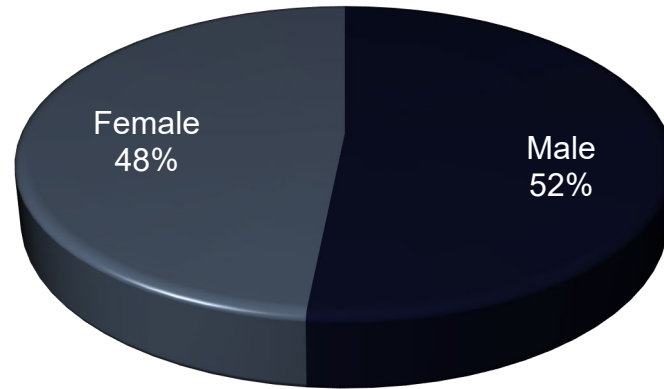
NOTE: Census reports households with computer (98.1%) and percentage with broadband subscription (92.6%); Not a primary weighting criteria

Sample Composition: Gender

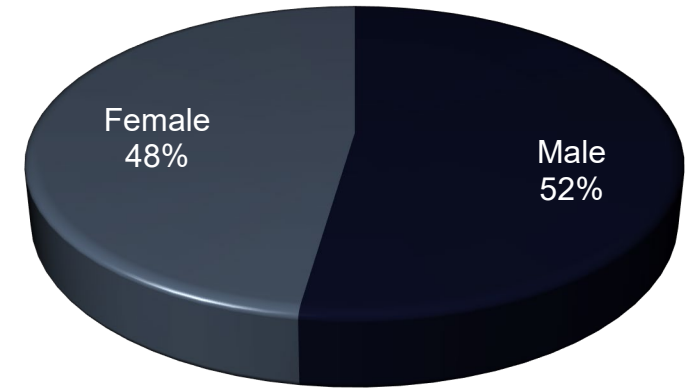
Survey Sample



Census



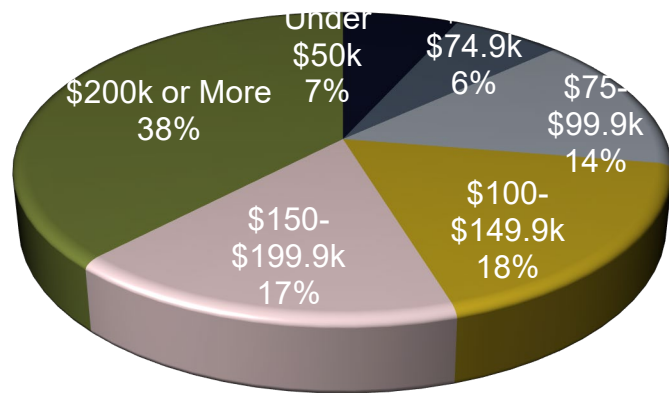
Weighted Sample



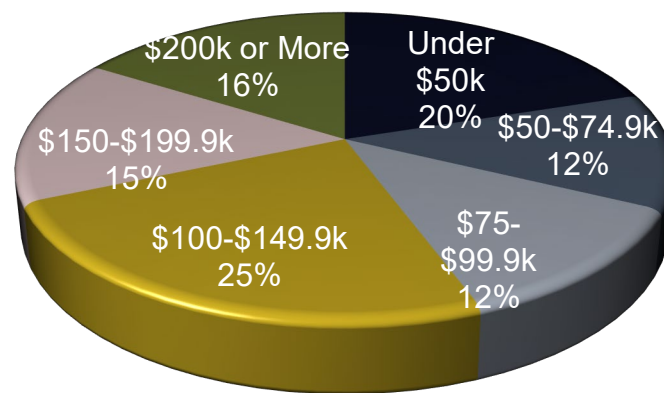
NOTE: Gender was not primary weighting criteria

Sample Composition: Household Income

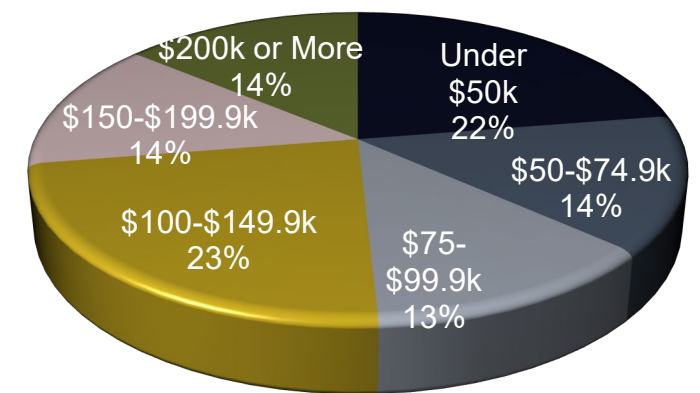
Survey Sample



Census



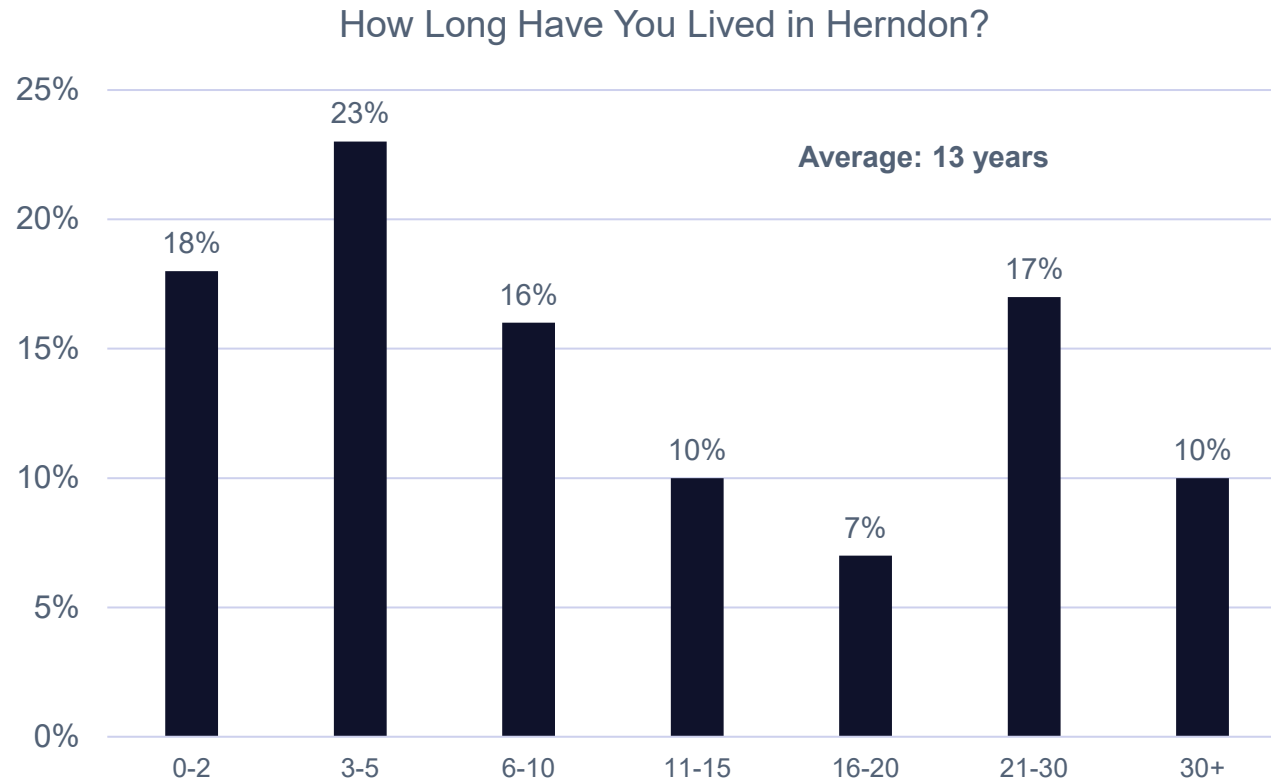
Weighted Sample



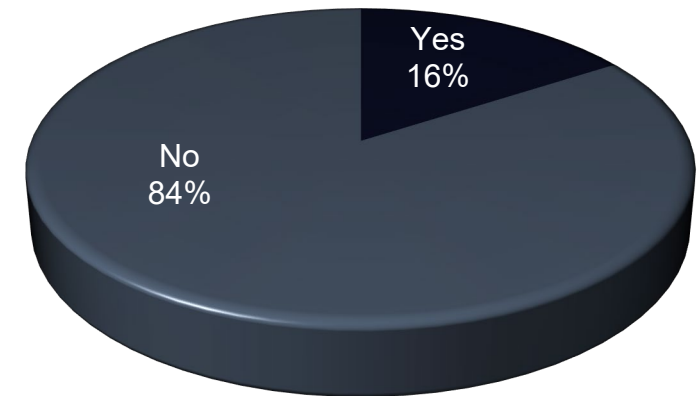
NOTE: Household income was a primary weighting criteria

Tenure in Herndon and Location of Employment

How long have you lived in the Town of Herndon? / Do you work in the Town of Herndon?



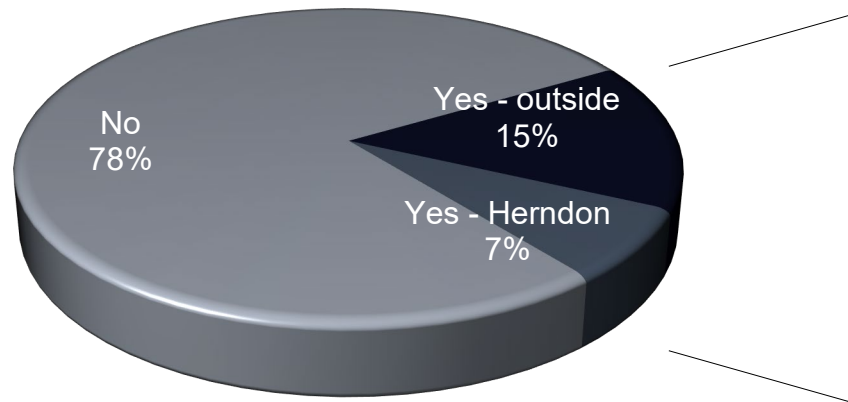
Do You Work in Herndon?



Plans to Move

Do you have plans to move in the next 12 months? What is the primary reason you intend to move?

Plans to Move?



Primary Reason

Cost of Living/ Housing (17) – size of house/apartment, taxes, commute

Personal (6) – job, care for parent

Dislikes (6) – individual perceptions of Town or certain situations

Growth (5) – traffic, construction, people

Many Factors (4) – combination of things

Government (3) – decisions, people

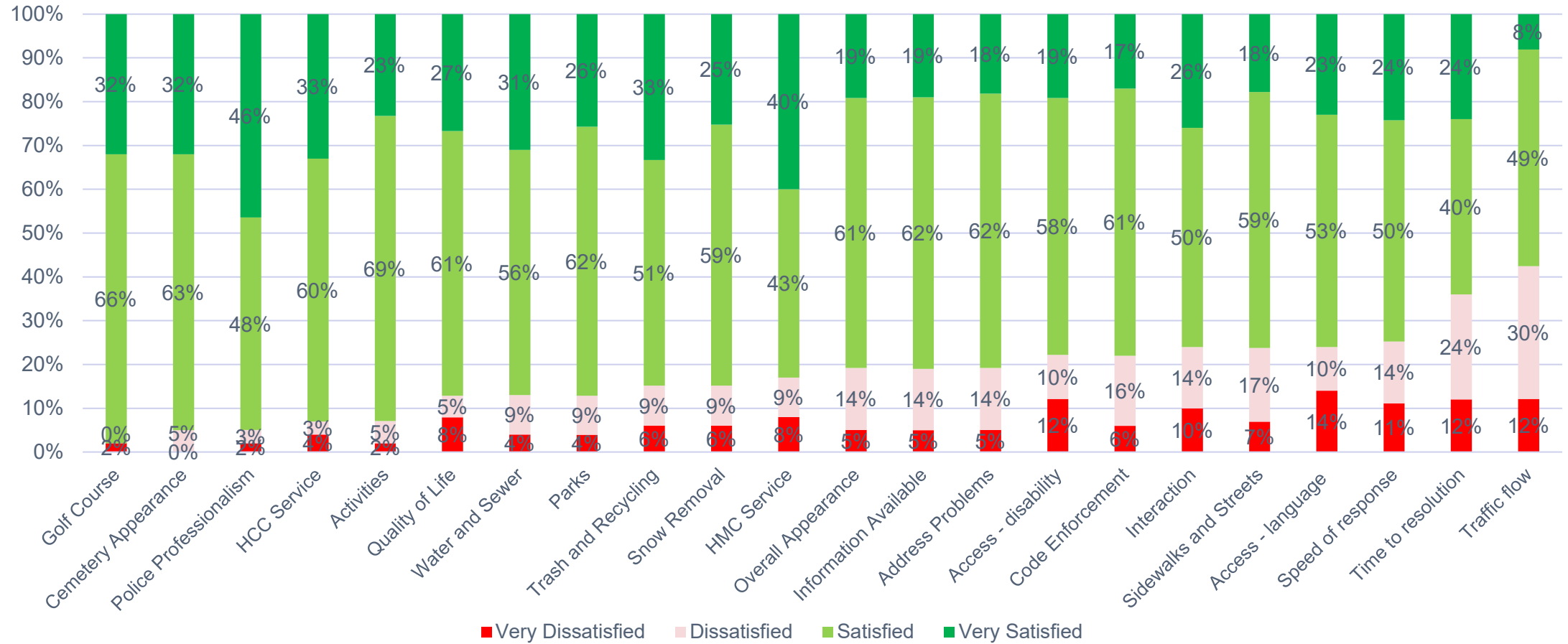
Location (3) – convenience, walking

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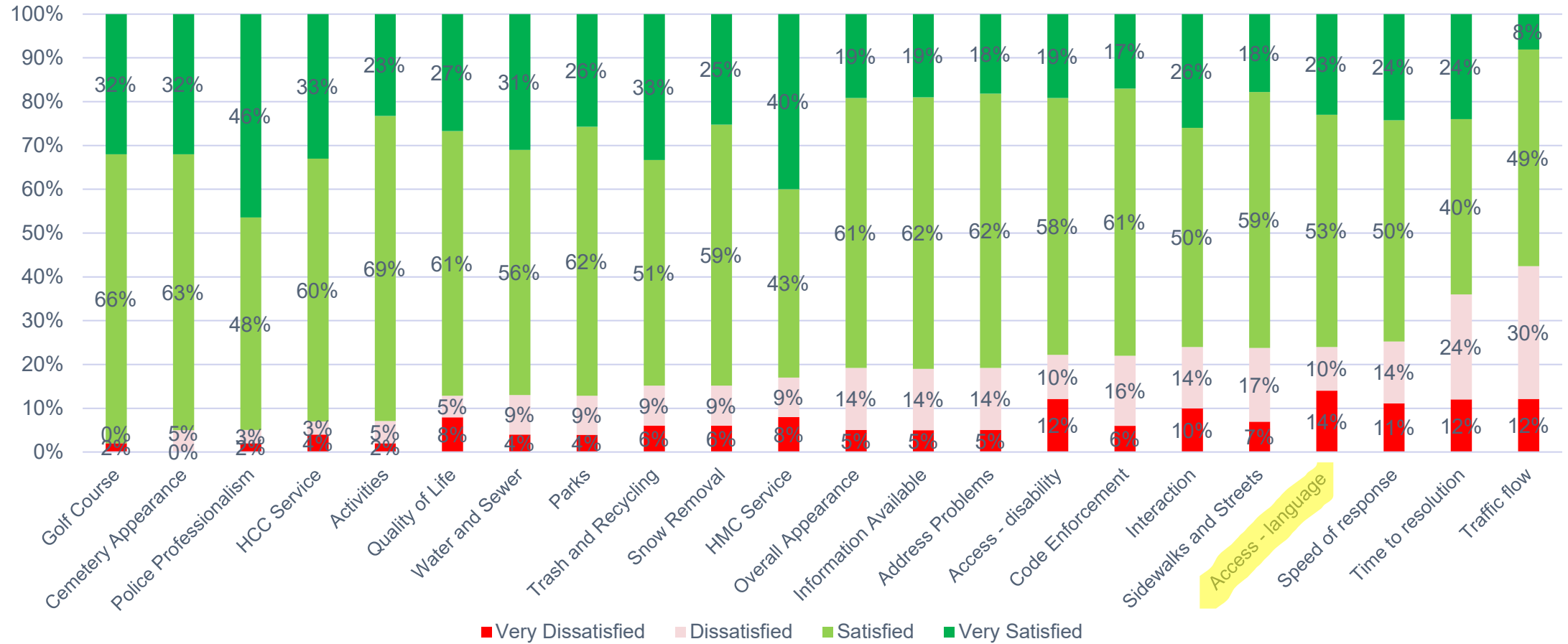
Satisfaction

Please indicate your level of satisfaction with each of the following: (values show number of responses to each question)



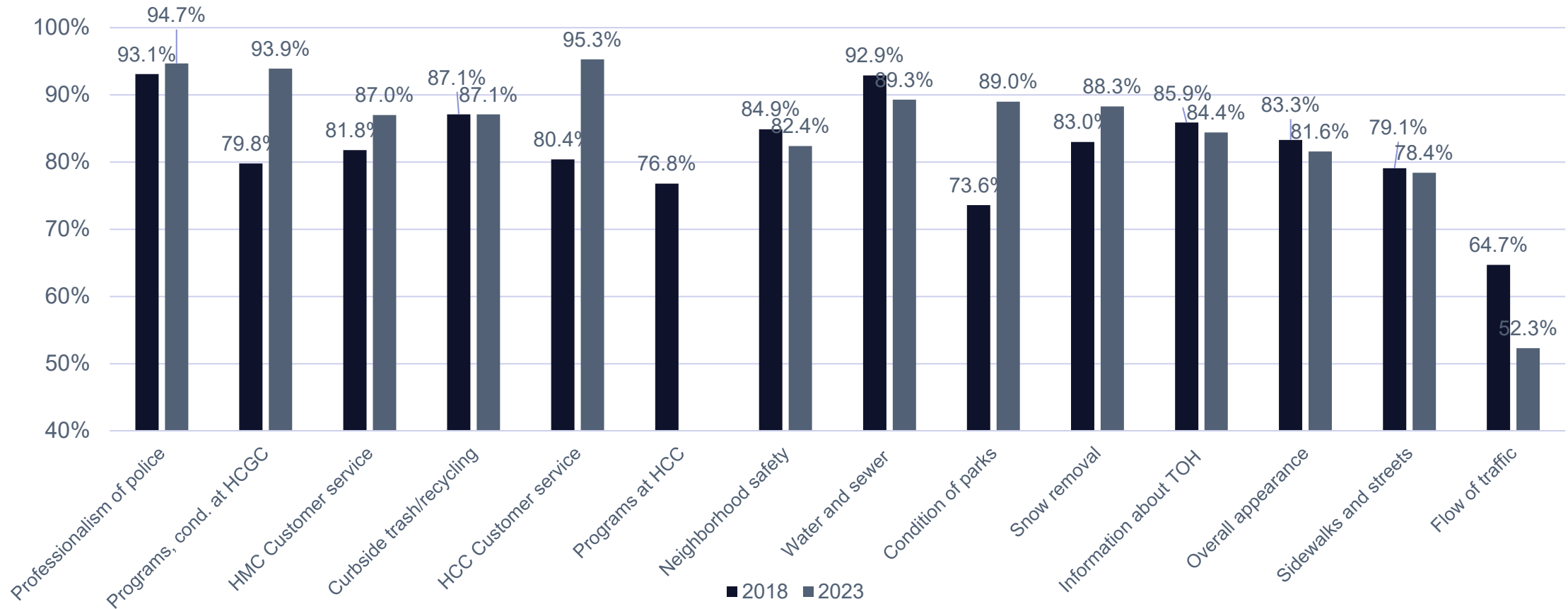
Satisfaction

Please indicate your level of satisfaction with each of the following: (values show number of responses to each question)



Satisfaction comparison: 2018, 2023

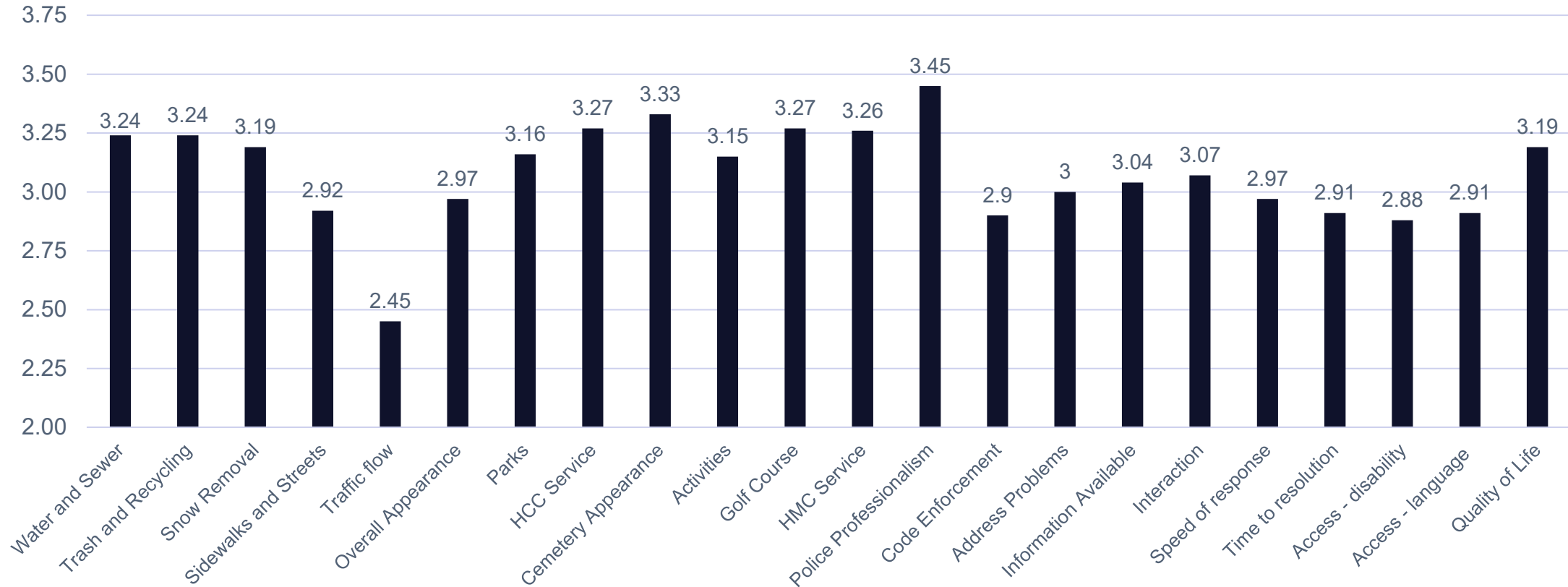
Combined percentage of “satisfied” and “very satisfied” ratings.



NOTE: “Neighborhood safety” replaced by “Town of Herndon Police Department’s ability to address problems that concern you in your neighborhood” in 2023

Average performance ratings

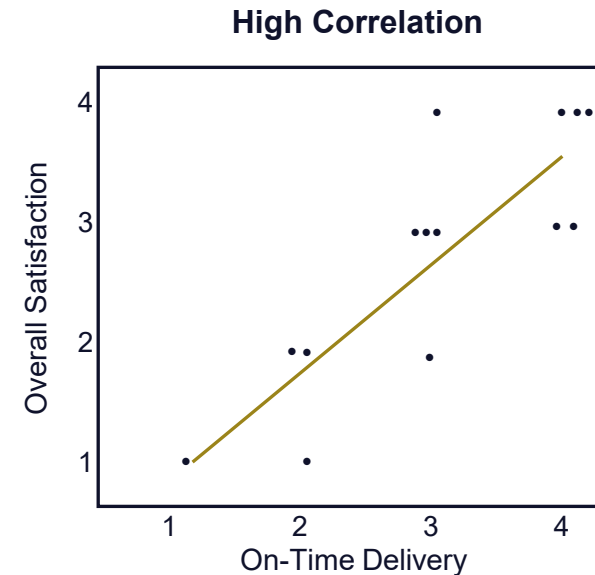
Numeric average using 1 for very dissatisfied, 2 for dissatisfied, 3 for satisfied and 4 for very satisfied



Determination of importance

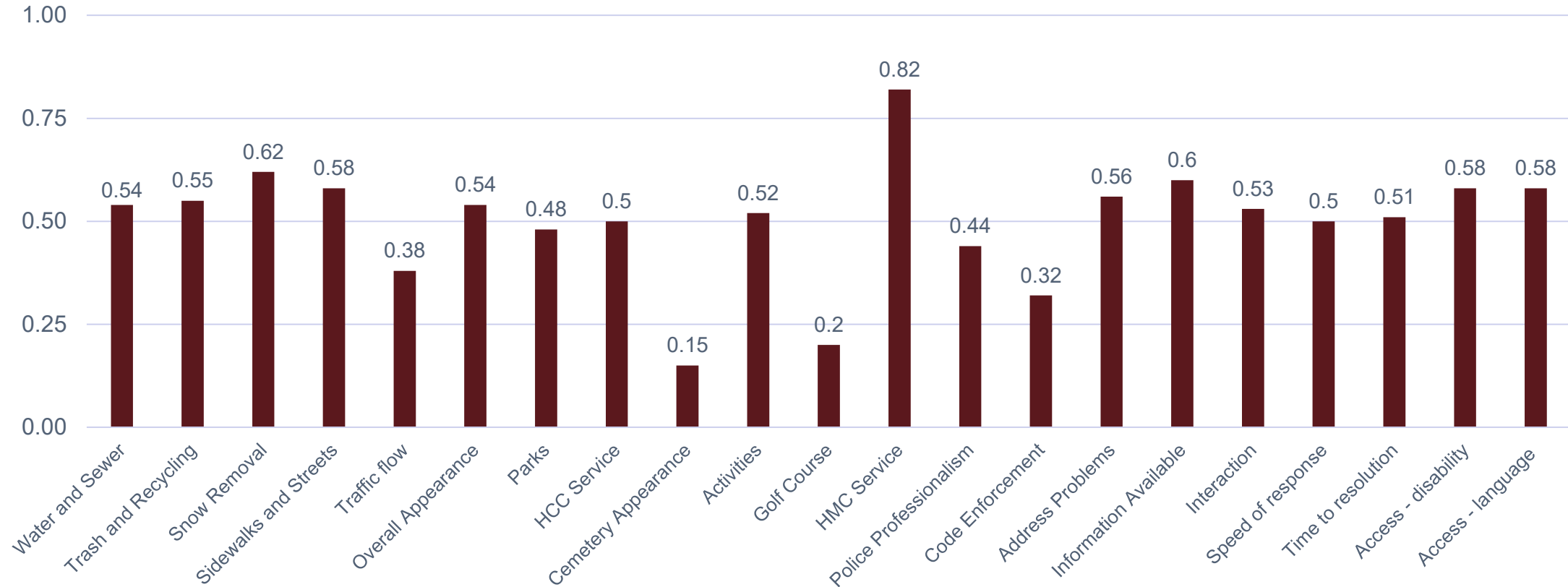
Understanding what is really driving perceptions of overall quality of life

Derived importance is the correlation between the rating of any single performance attribute – such as on-time delivery or technical support – and an outcome such as overall customer satisfaction. If an attribute tends to move in sync with the outcome, there is a high correlation. If the attribute moves independently of the outcome, there is a low correlation. So, if customers tend to rate on-time delivery high when they are very satisfied and rate it low when they are dissatisfied, there is a high correlation between the two measures. This would suggest that on-time delivery is a strong driver of customer satisfaction, thus an important attribute. Correlation is expressed on a scale ranging from 0.0 to 1.0.



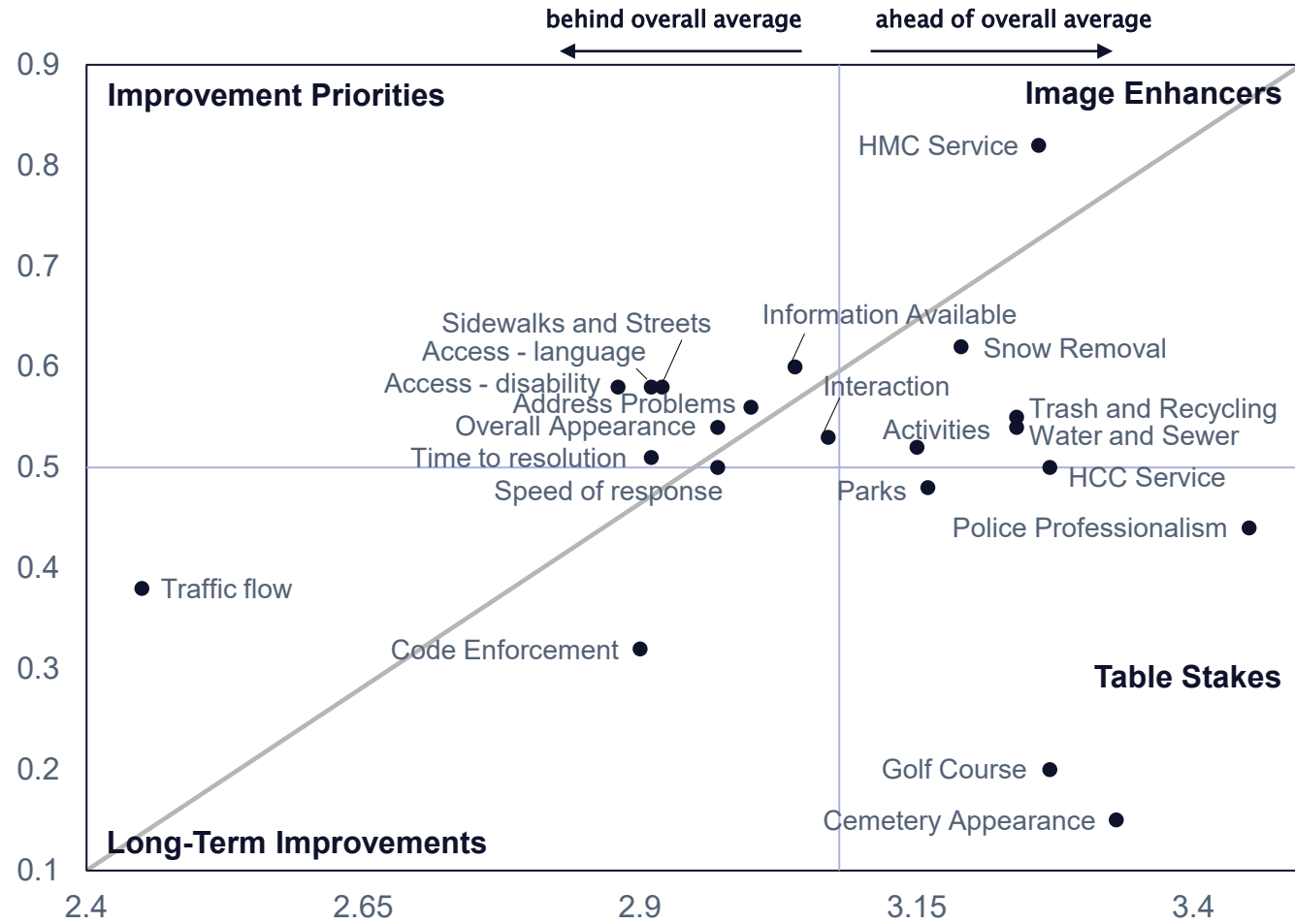
Importance calculation

Correlation with overall quality of life



Performance Improvement Map

Performance vis-a-vis importance



Demographic Correlations

Areas of significant difference

Attribute	Race	Income	Gender	Age
Water and Sewer				
Trash and Recycling	Hisp>VS			70+>S and <VS
Snow Removal				70+>S and <VS
Sidewalks and Streets				
Traffic flow				60-69<S
Overall Appearance		\$200+>S and <VS	Female >S and <VS	50-59<S and >VS, 60-69<S
Parks	Black>S and <VS			
HCC Service				30-39 >S and <VS, 50-59<s and >VS
Cemetery Appearance	White>S			30-39 >S and <VS
Activities				30-39 >S and <VS, 70+<S and >VS
Golf Course	Asian>VS	Under \$50>VS		

NOTE: < = less likely to be, > = more likely to be, DS = dissatisfied, S = satisfied, VS = very satisfied

Demographic Correlations

Areas of significant difference

Attribute	Race	Income	Gender	Age
HMC Service	Asian>VS, Hisp.>VS, White<VS	Under \$50>VS, \$100- \$149<S and >VS		
Police Professionalism				50-59 >S and <VS
Code Enforcement				60-69 <S and >VS
Address Problems				
Information Available				
Interaction		\$150-\$200>S and <VS	Males >S and <VS	50-59>D, 70+>S <VS
Speed of response		\$75-\$100<VS		50-59>D, 60-69<S, 70+<VS
Time to resolution	Hisp>S	\$75-\$100<VS		40-49<D, 60-69<S, 70+<VS
Access – disability		\$100-\$149>S, \$200+<S		60-69 <S
Access - language		\$75-\$100>S, \$200+<S		30-39<VS, 70+<S and >VS
Quality of life	Asian>VS, White<VS			70+<vs and >S

NOTE: < = less likely to be, > = more likely to be, DS = dissatisfied, S = satisfied, VS = very satisfied

Comments and suggestions

What do you like BEST about living in the Town of Herndon?



NOTE: removed words mentioned less than 4 times, removed words Herndon and town

Comments and suggestions

If you were to name one thing you would like to see improved in Herndon, what would that be?



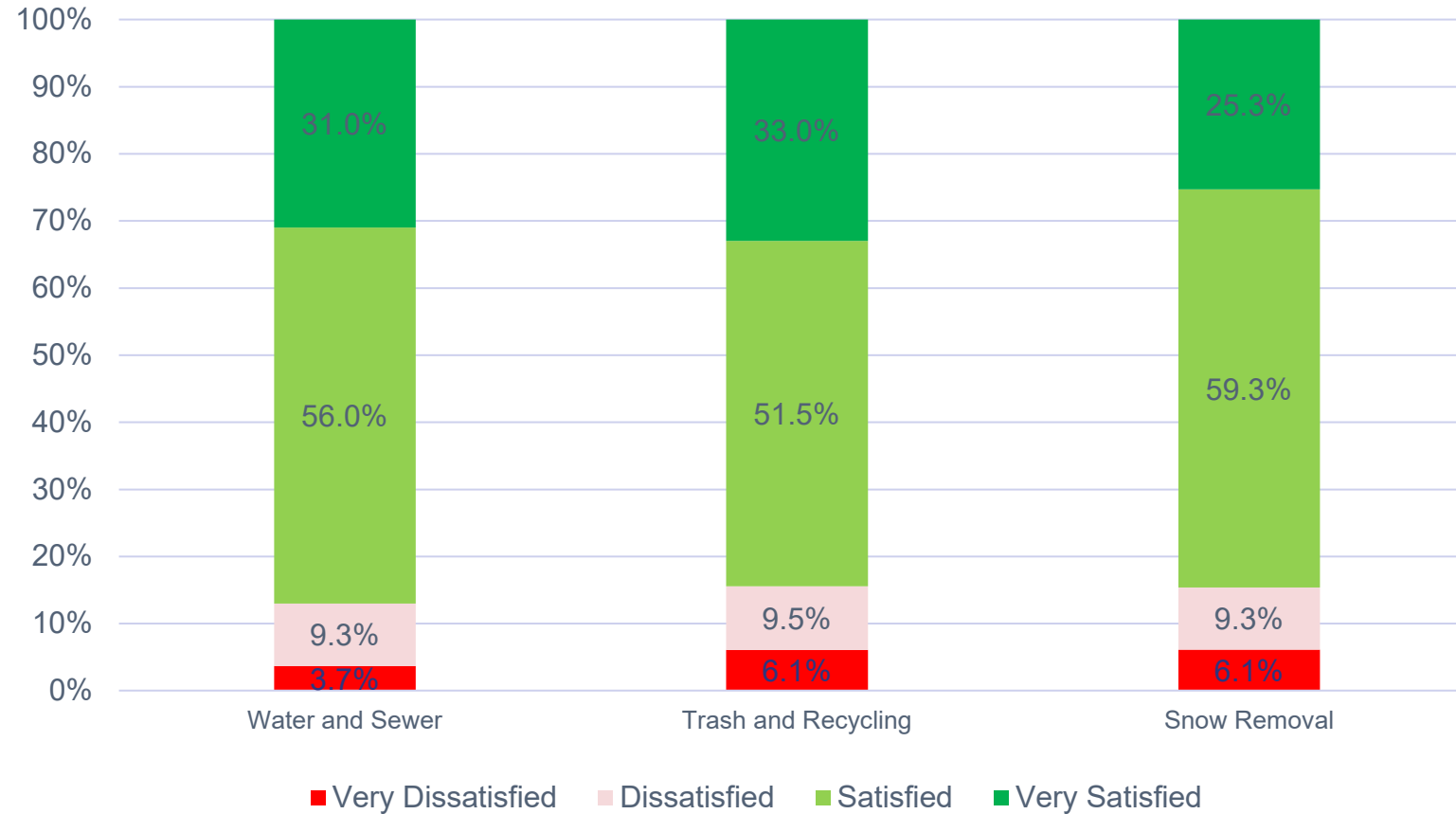
NOTE: removed words mentioned less than 5 times, removed words Herndon, town, more

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Town Services

Please indicate your level of satisfaction with the quality of water and sewer services / the trash and recycling services / the snow removal from Town streets



Comments/ Suggestions

Trash/Recycling (23)
 Snow Removal (9)
 Water/Sewer (14)
 Other (8)

Sidewalks and Streets

Please indicate your level of satisfaction with the condition of Town sidewalks and streets / the flow of traffic on Town streets

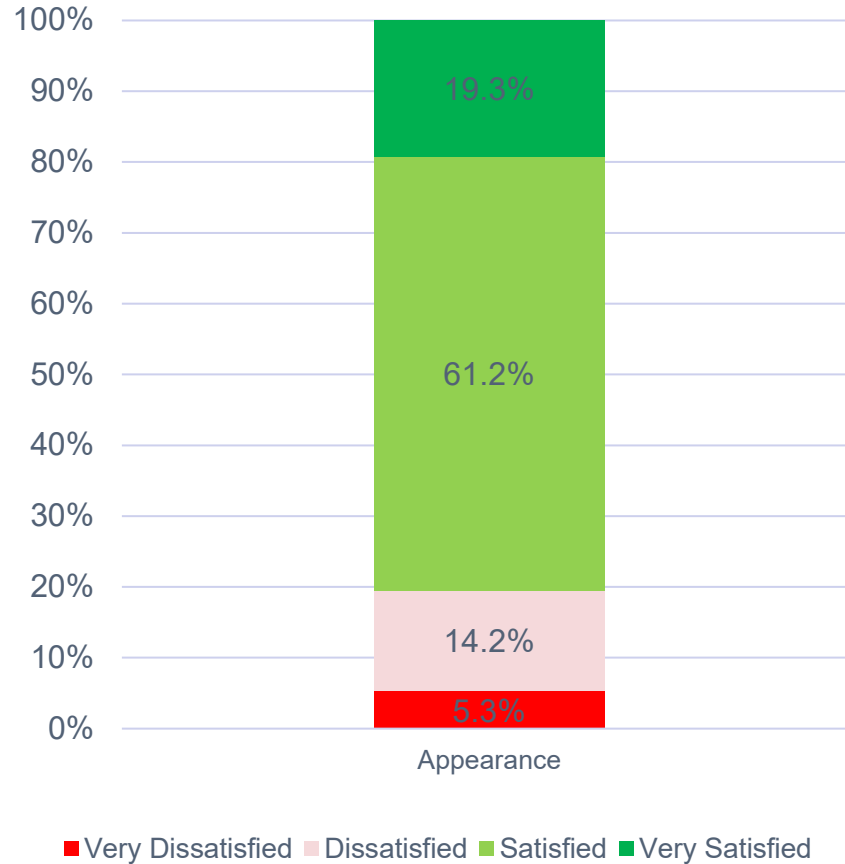


Comments/ Suggestions

- Elden Street (71)
- Other Streets/Intersections (18)
- Construction (11)
- Volume of Traffic (9)
- Sidewalks (9)
- Speeding (8)
- Downtown (8)
- Herndon Parkway (6)
- Other (7)

Overall Appearance of Town

Please indicate your level of satisfaction with the overall appearance of the Town



Comments/ Suggestions

- General Appearance (9)
- Empty Buildings (7)
- Architectural Standards (6)
- Comstock (6)
- Trash (3)
- Loitering (2)
- Other (9)

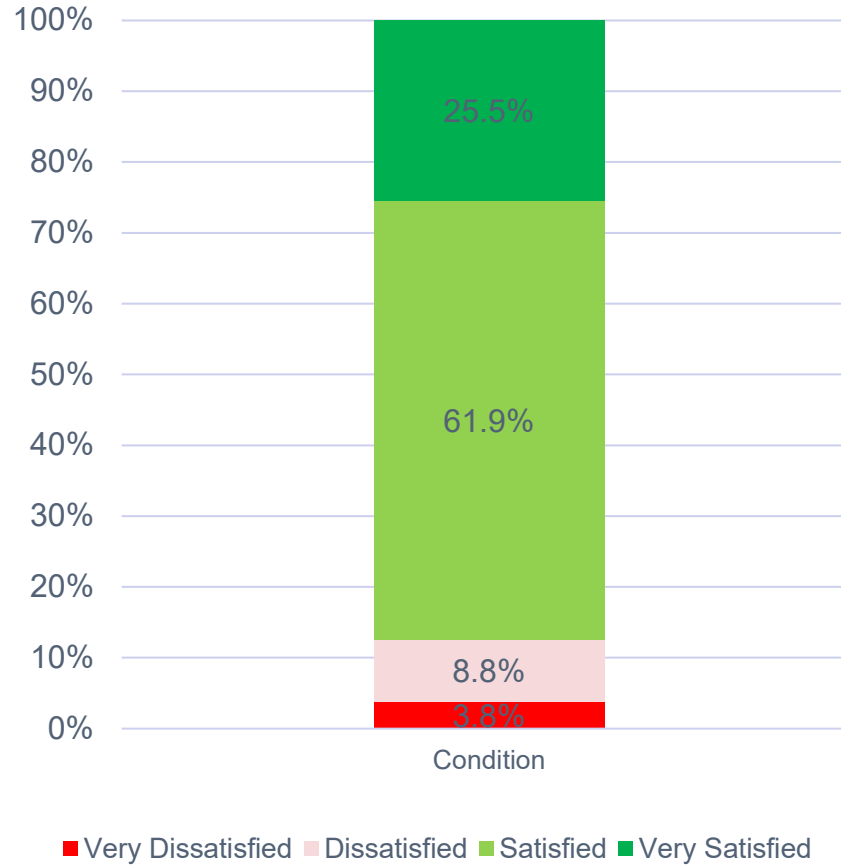
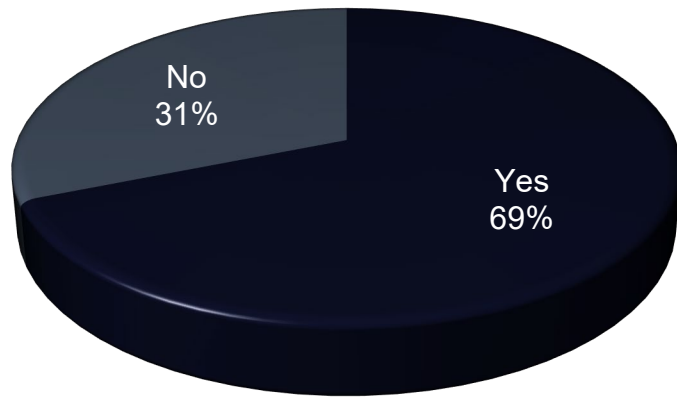
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Condition of Parks

In the past 12 months have you visited a park in the Town?

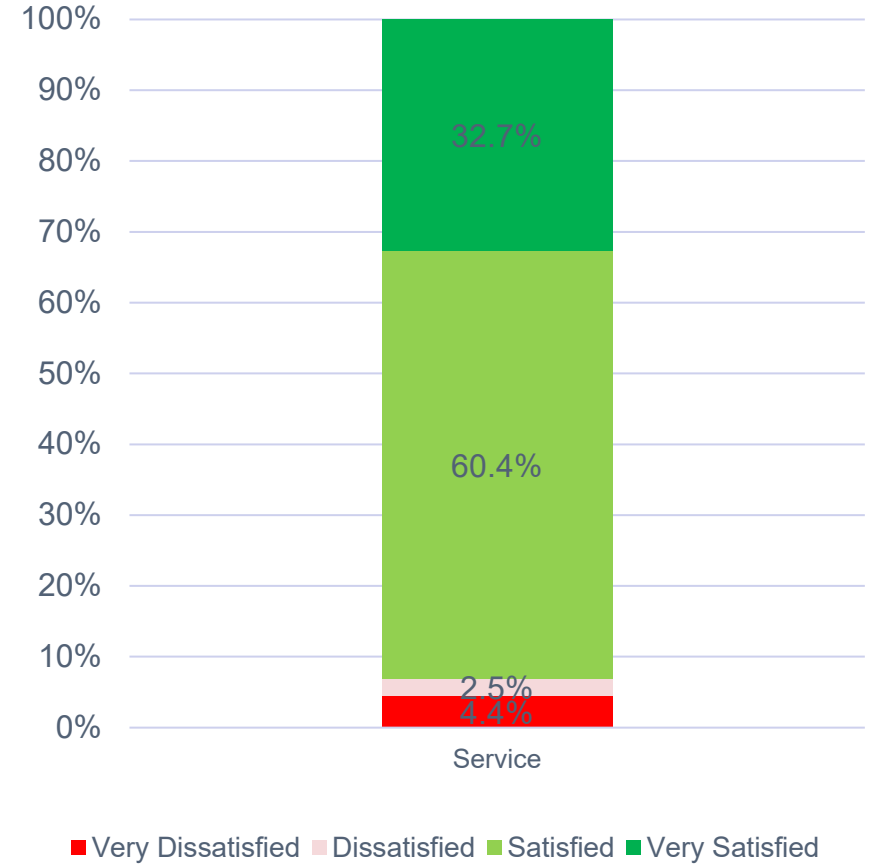
(if yes) Please indicate your level of satisfaction with the condition of open spaces, trails and natural resources in the parks of the Town



- Comments/ Suggestions**
- Condition (5)
 - Safety (4)
 - Trash/ Cleanliness (3)
 - Parking (2)
 - Other (4)

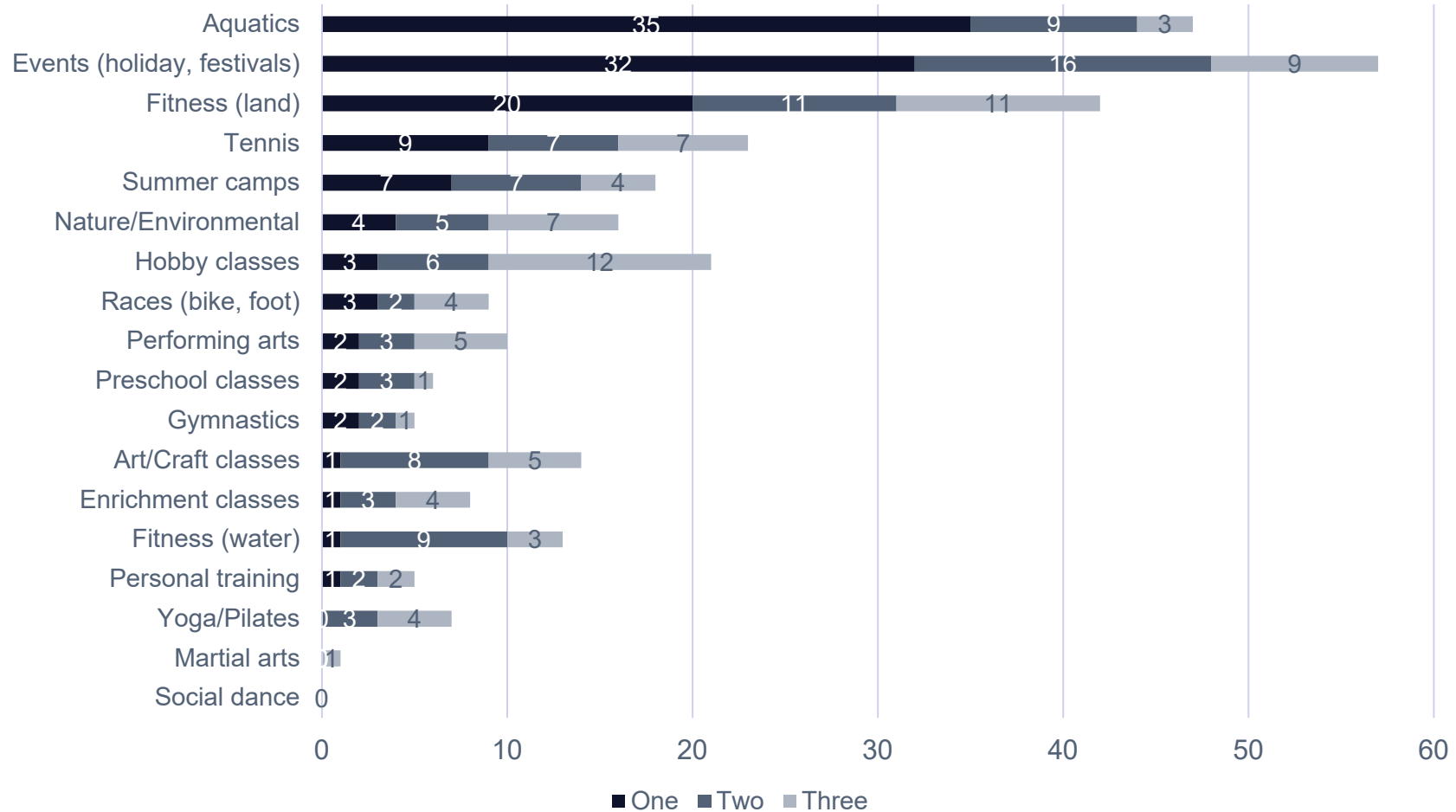
Herndon Community Center

In the past 12 months, how many times have you visited the Herndon Community Center?
Please indicate your level of satisfaction with the customer service you received at the Herndon Community Center.



Activities of Importance

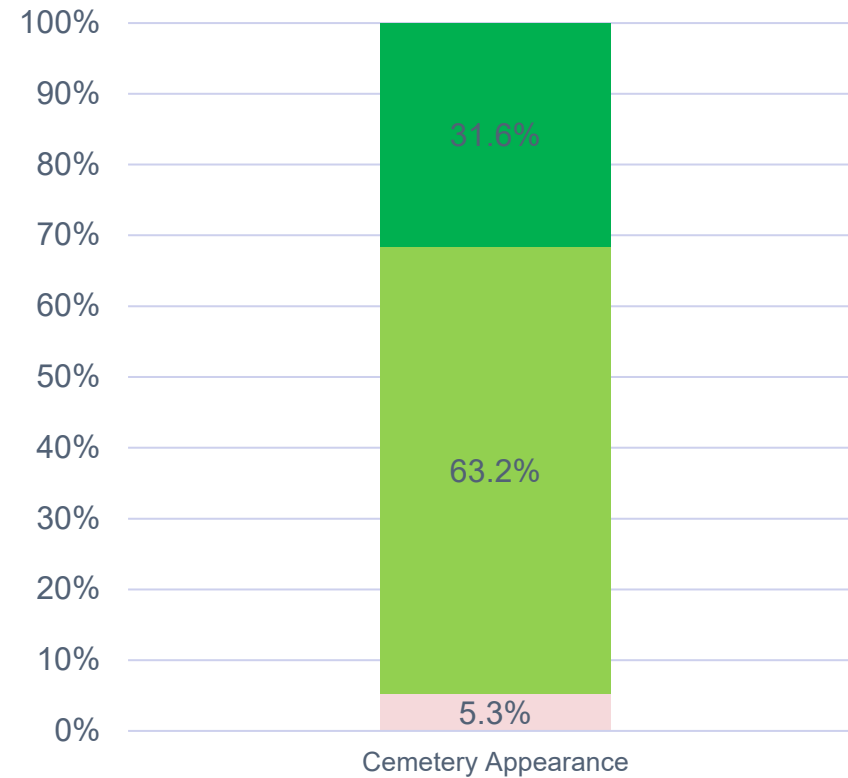
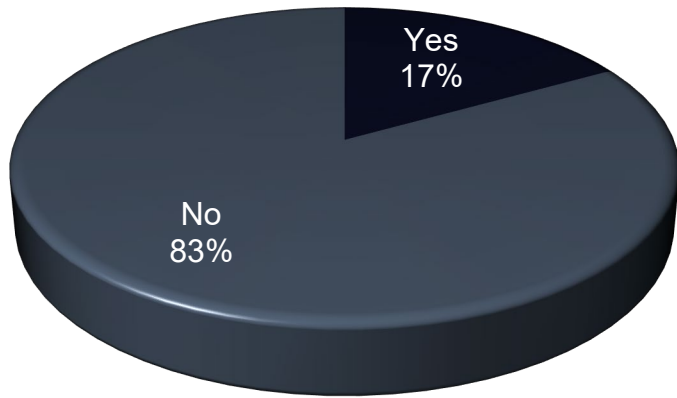
What are the three activities or programs of most importance to you and your family?



NOTE: Absolute numbers, not weighted

Chestnut Grove Cemetery

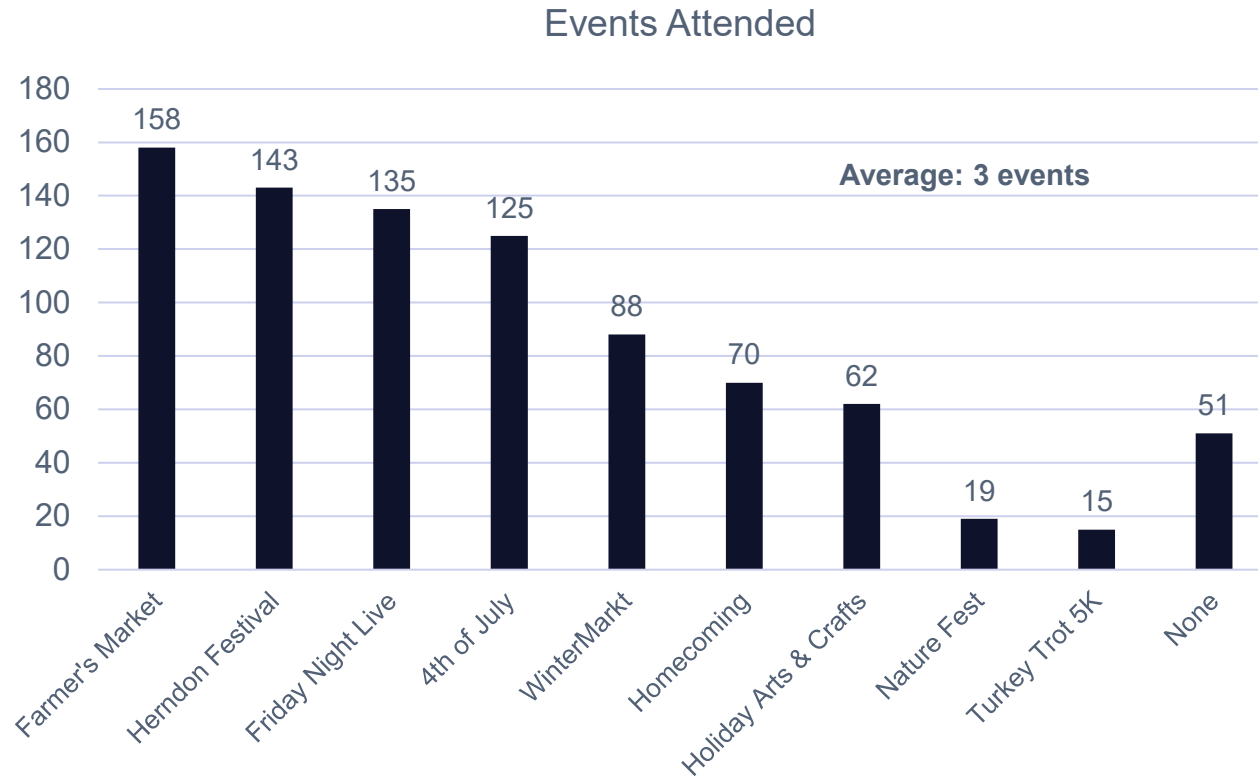
In the past 12 months have you visited Chestnut Grove Cemetery?
(if yes) Please indicate your level of satisfaction with the overall appearance of Chestnut Grove Cemetery



■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied

Event Attendance

Which of the following events have you personally attended in the past 12 months?
 (if yes) Please indicate your level of satisfaction with the activities in Herndon, including the arts, concerts and events

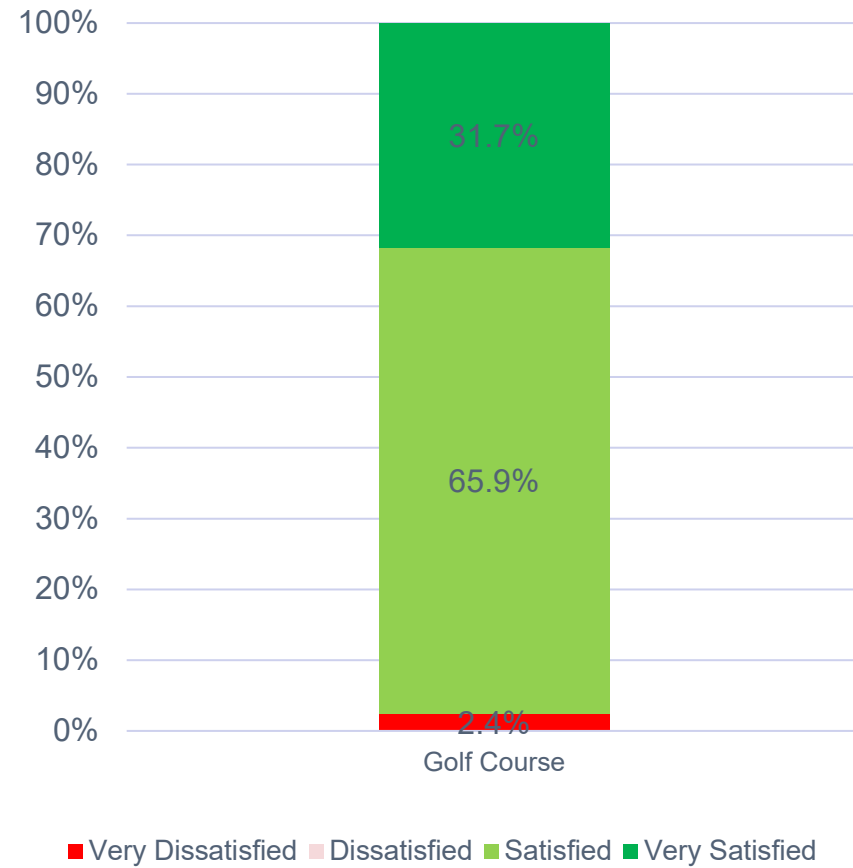
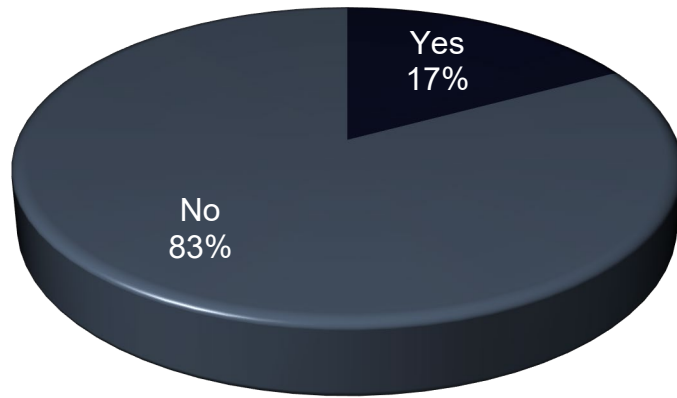


NOTE: Absolute numbers, not weighted

Centennial Golf Course

In the past 12 months have you played golf at the Centennial Golf Course?

(if yes) Please indicate your level of satisfaction with the programs, services and playing conditions at the Herndon Centennial Golf Course



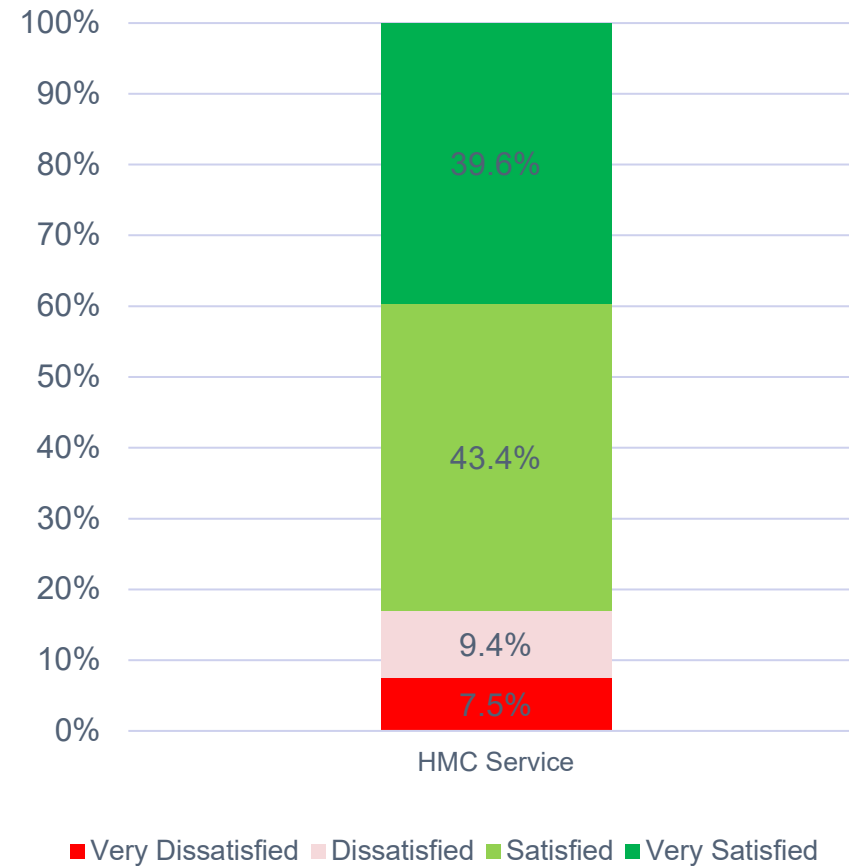
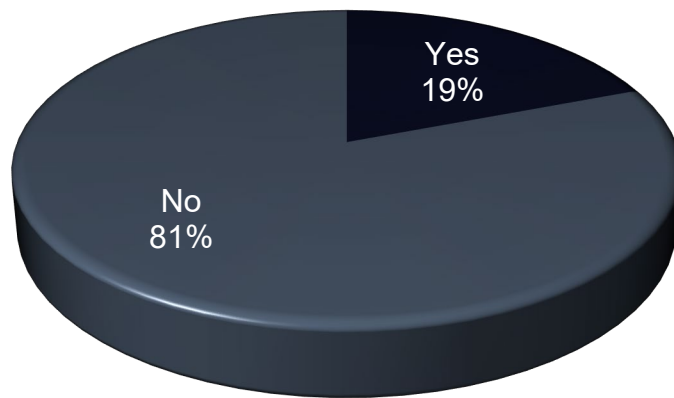
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Herndon Municipal Center

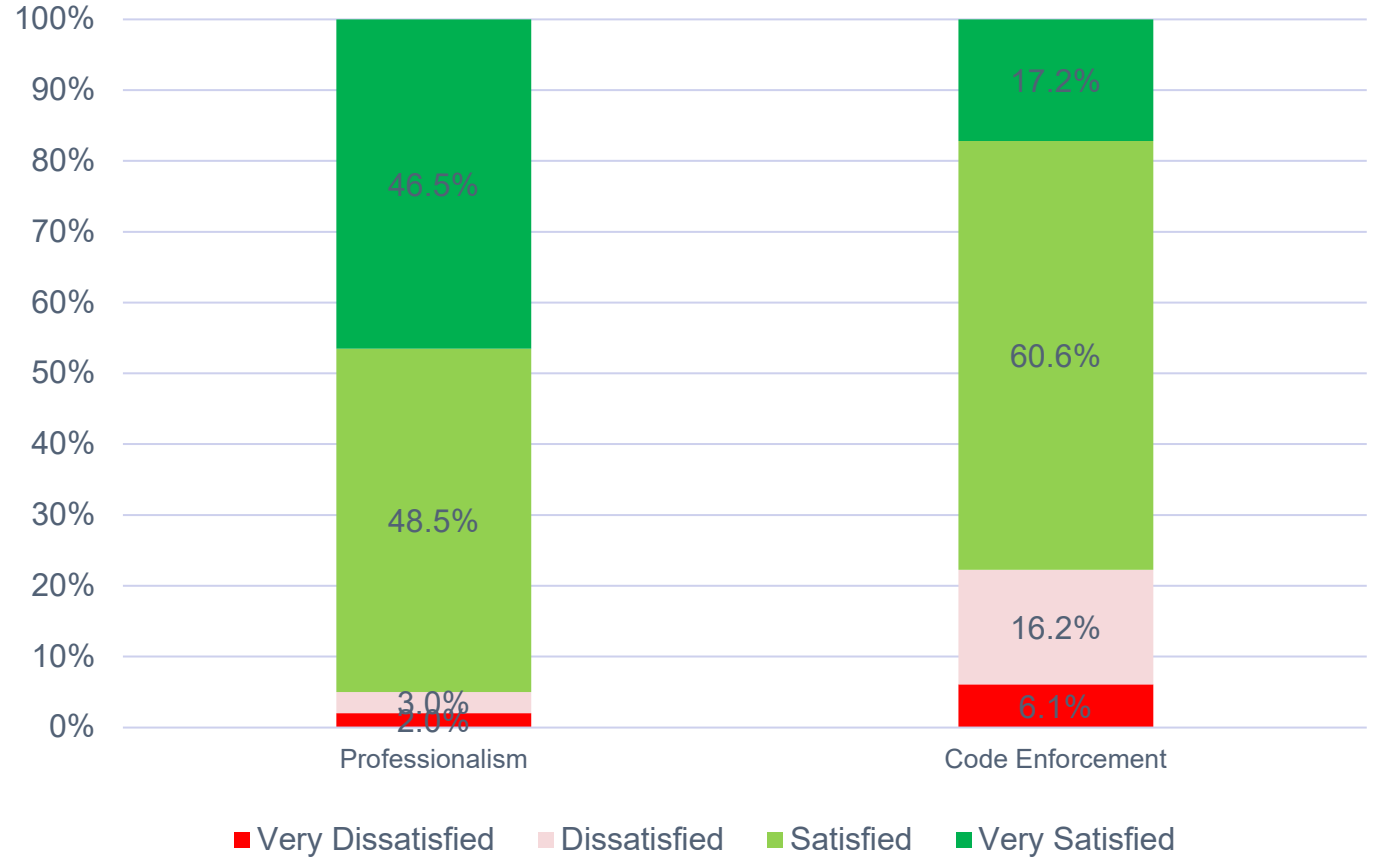
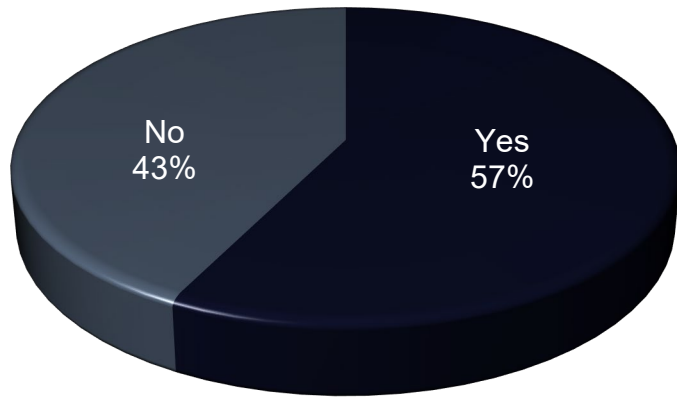
In the past 12 months have you conducted business at the Herndon Municipal Center?

(if yes) Please indicate your level of satisfaction with the customer services you receive when doing business at the Herndon Municipal Center



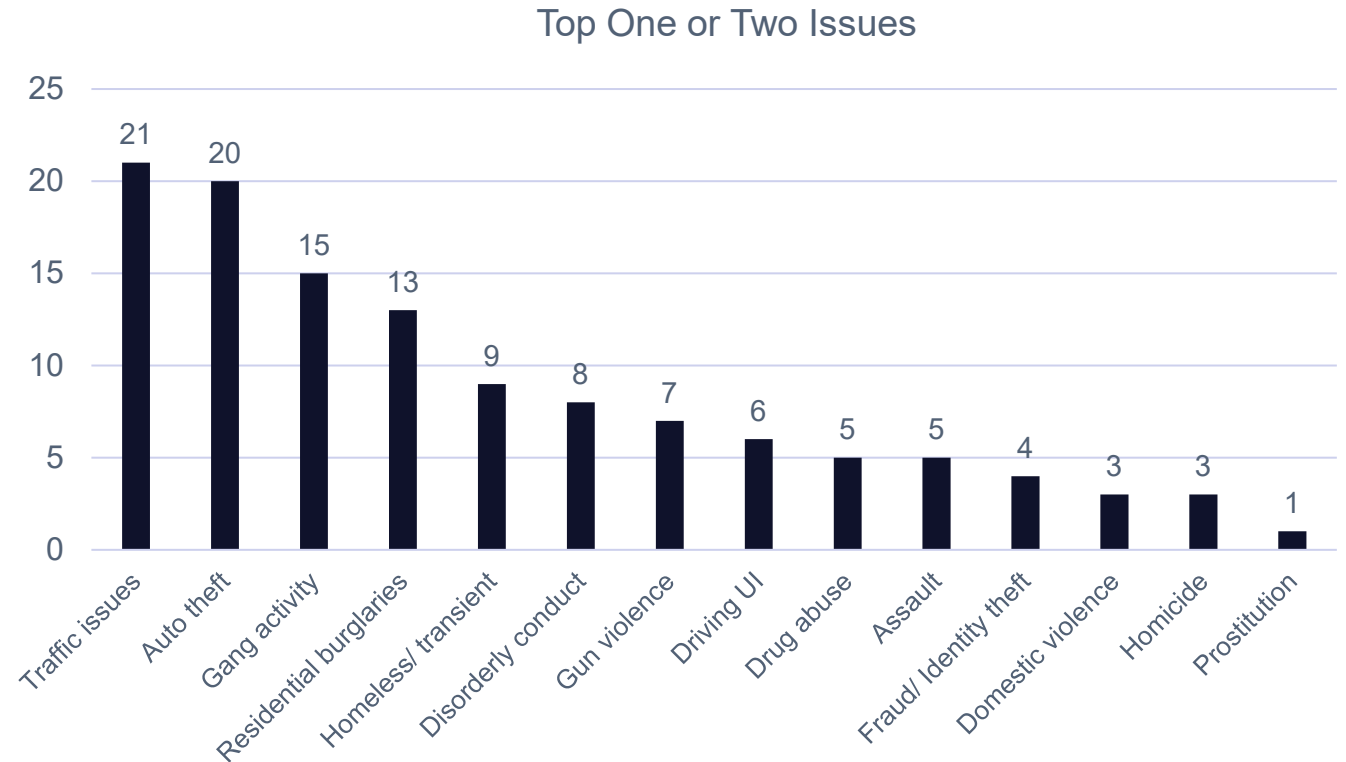
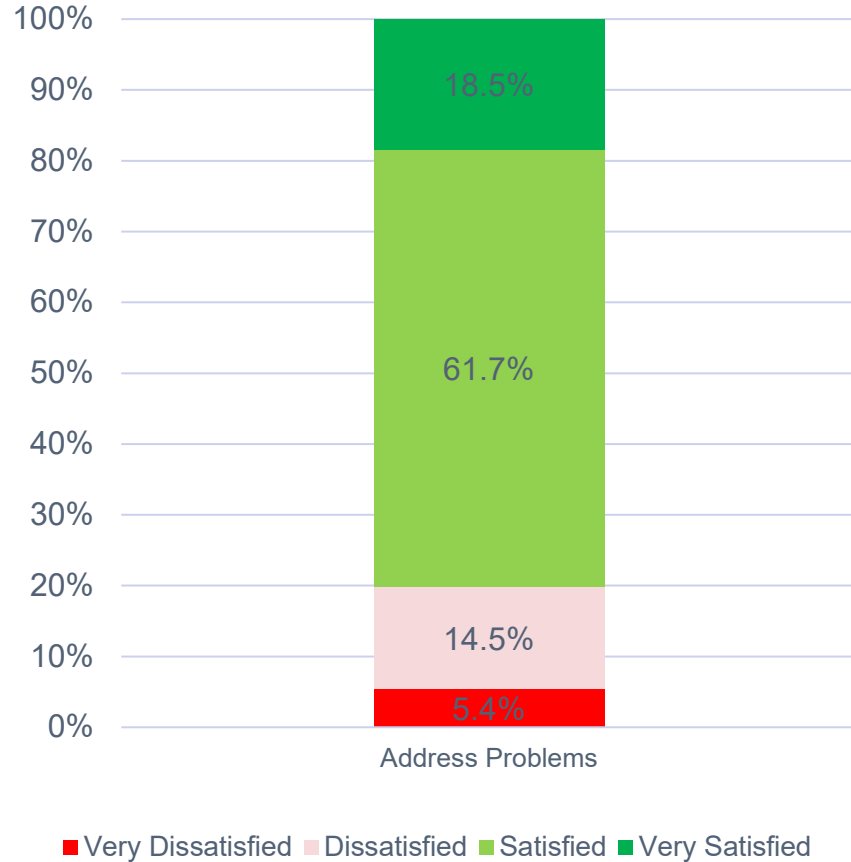
Herndon Police

In the past 12 months have you had contact with or observed, Herndon police officers, including at events?
(if yes) Please indicate your level of satisfaction with the professionalism of the police officers in Herndon / traffic and parking code enforcement



Herndon Police: Addressing Problems

Please indicate your level of satisfaction with the Town of Herndon Police Department's ability to address problems that concern you in your neighborhood. Please select the top one or two issues that are of concern to you from the following list.



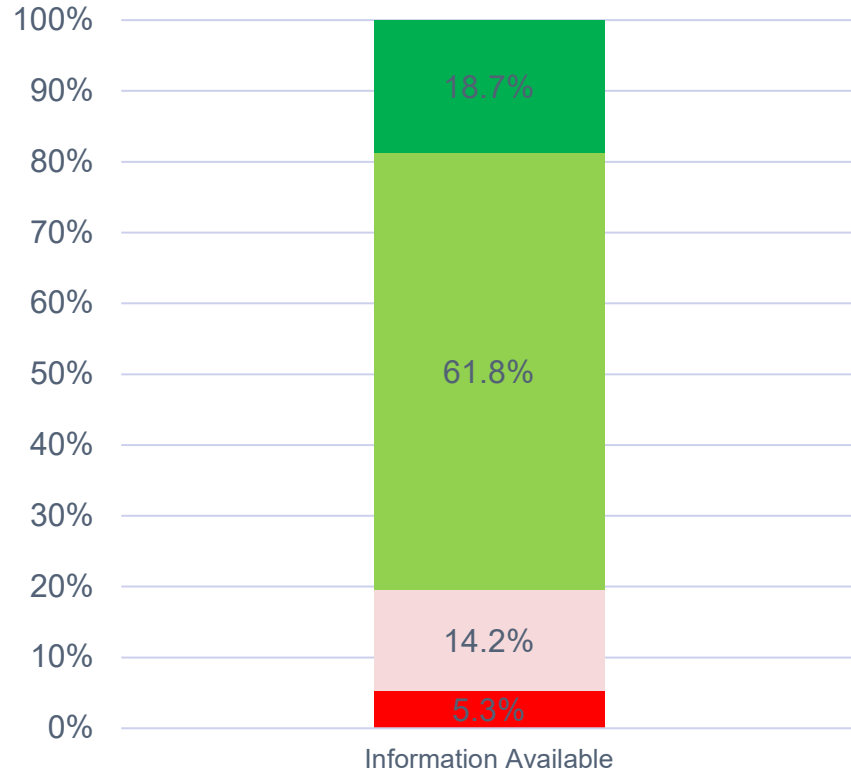
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Available Information

Please indicate your level of satisfaction with the information available to you about Town of Herndon services and events.
Which ONE of these is the BEST way for you to learn about Herndon's services, policies and activities?



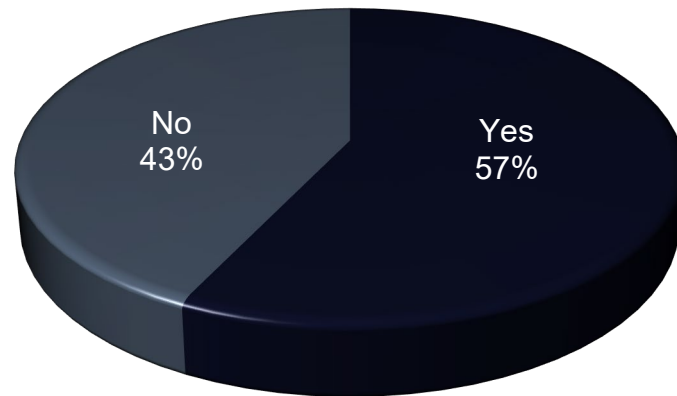
Very Dissatisfied Dissatisfied Satisfied Very Satisfied



NOTE: Absolute numbers, not weighted

Town Website

In the past 6 months have you visited the Town's website at www.Herndon-VA.gov?
(if yes) For what purpose did you visit the website?



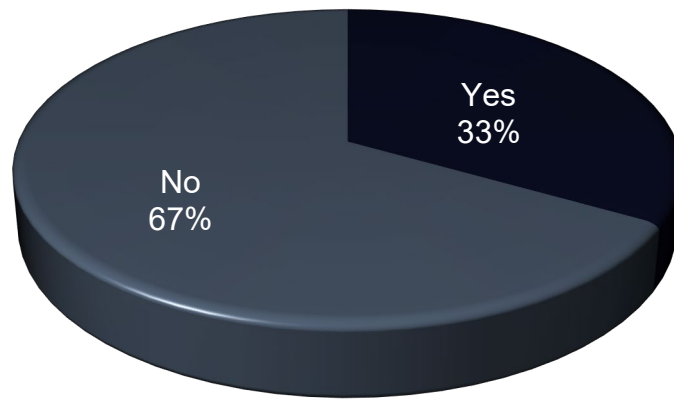
Purpose

- Trash/ Recycling schedule (48)
- Specific information (25)
- Events/ activities (24)
- General information (21)
- Pay bill (20)
- Regulations (12)
- City business (10)
- Projects (7)

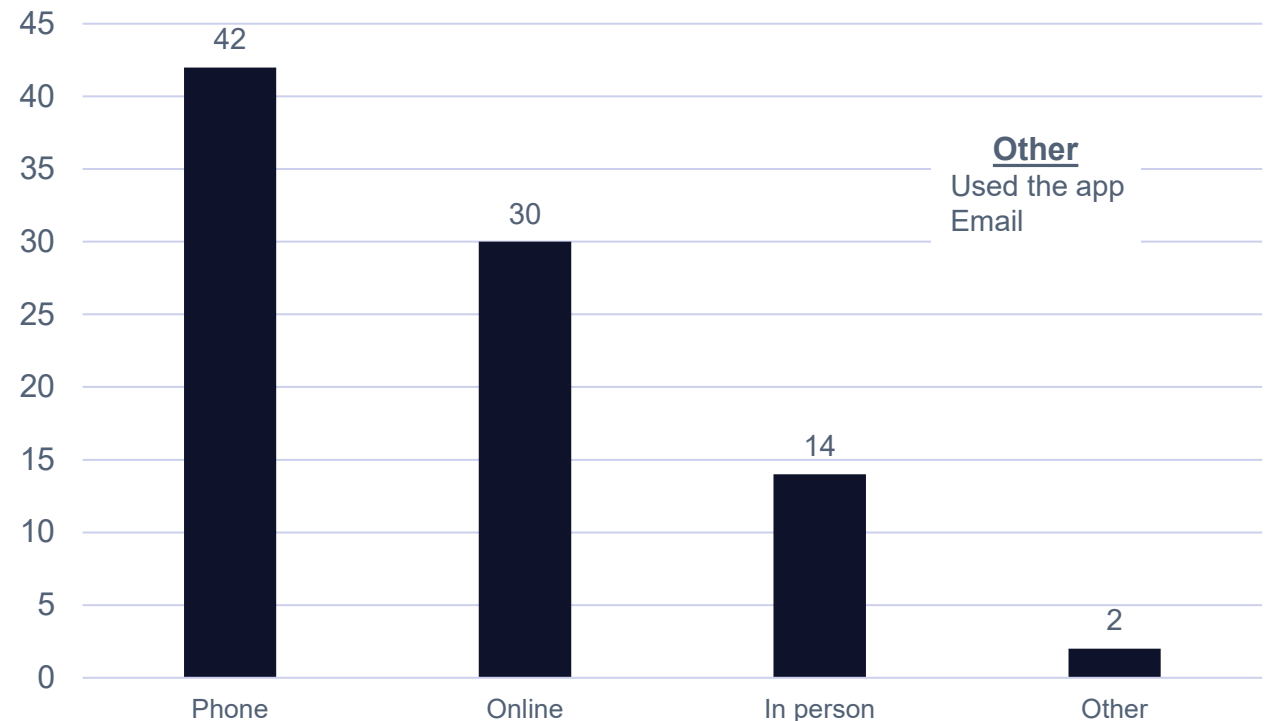
Contact the Town

In the past 12 months have you had occasion to contact the Town of Herndon to ask a question, request a service, or report a problem?
(if yes) Was the last time you contacted the Town of Herndon by phone, in person, online, or some other way?

Contacted the Town



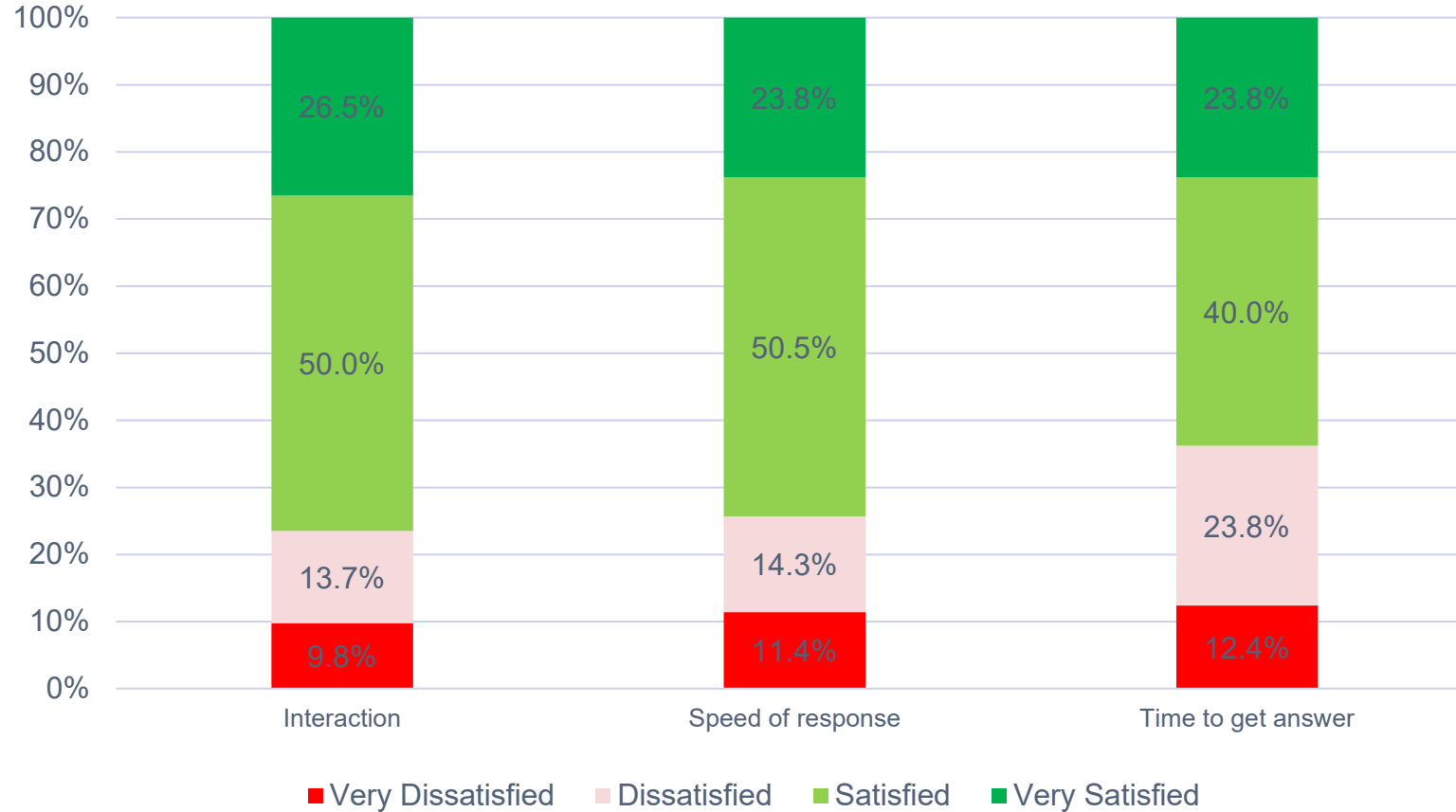
Method of Contact



NOTE: Absolute numbers, not weighted

Contact: Satisfaction

Please indicate your level of satisfaction with your interaction with the employee you contacted / how quickly the Town responded / the amount of time it took to get an answer/resolution to your question/issue

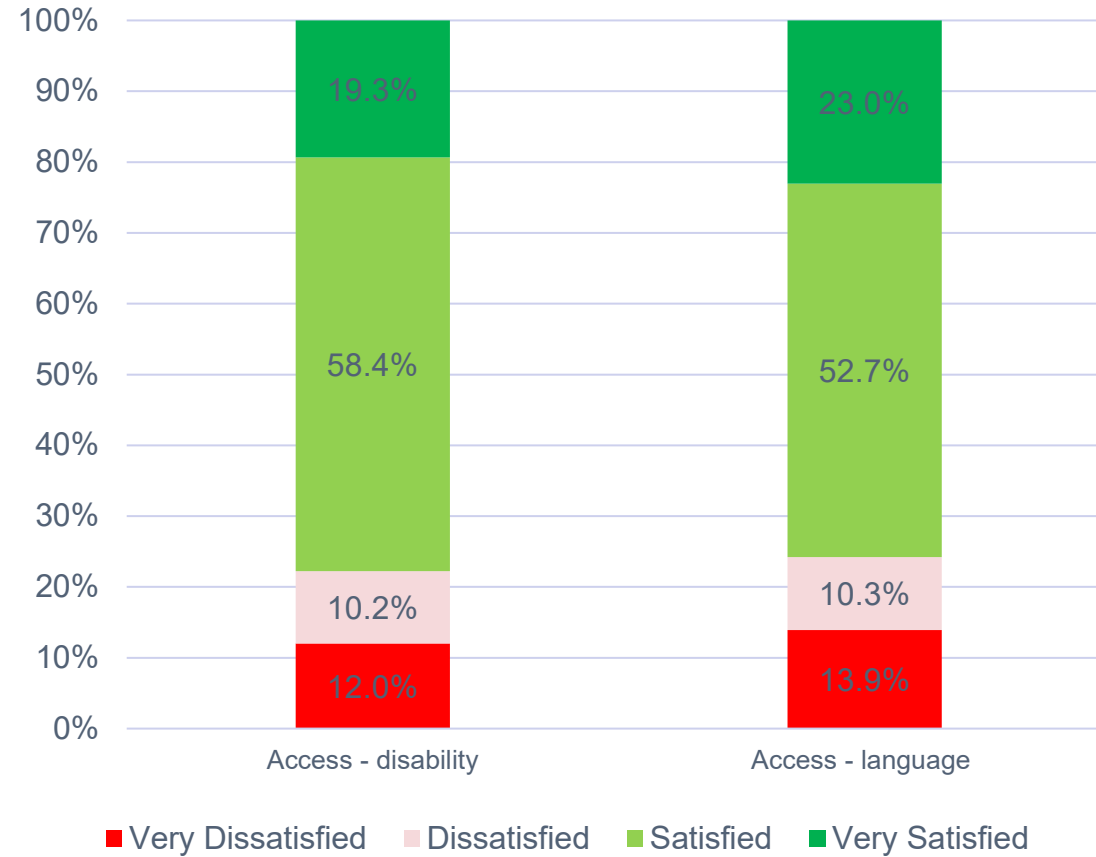


Comments/ Suggestions

- Great service (17)
- Slow/ no response (9)
- Regulations/ Communication (7)
- Specific issues (5)

Accessibility

Please indicate your level of satisfaction with the quality of access to Town facilities for persons with disabilities / quality of access to Town facilities for persons speaking a language other than English.

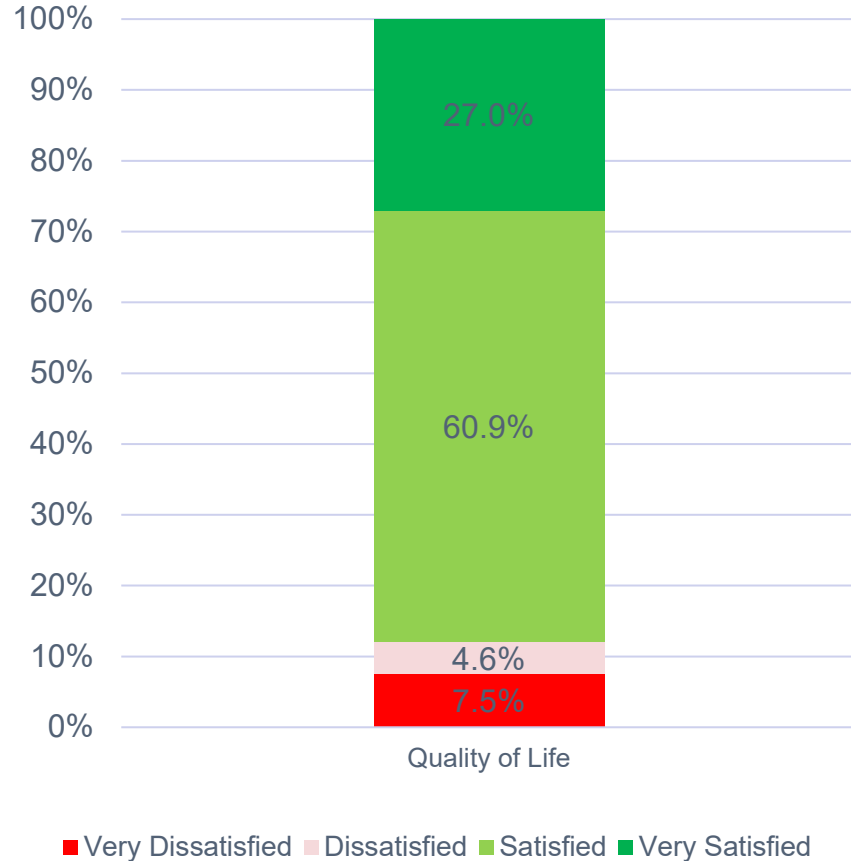


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Quality of Life

Think about the range of services and amenities provided by the Town of Herndon and consider your quality of life living here. Would you say you are Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your quality of life in Herndon

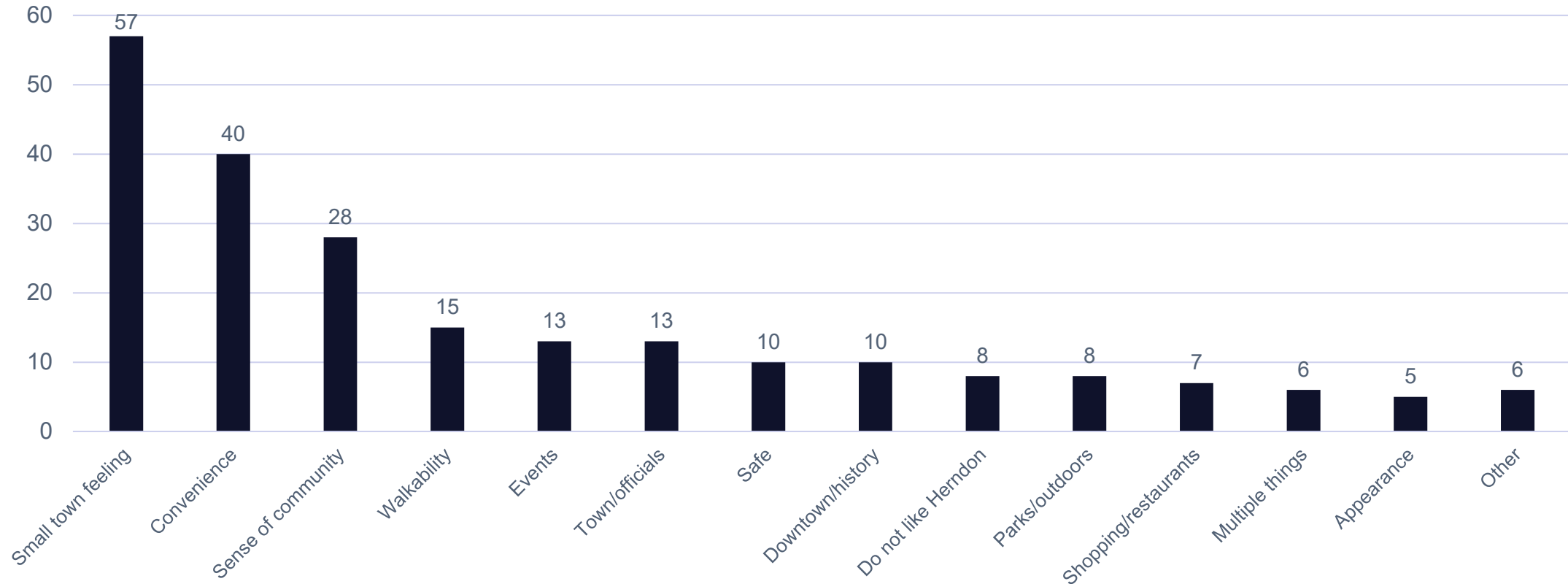


Those Dissatisfied with Life in Herndon

- 12/34 (35%) are Asian
- 12/34 (35%) have plans to move outside of Herndon within the next 12 months
- 19/34 (56%) dissatisfied or very dissatisfied with the condition of Town sidewalks and streets
- 21/34 (62%) dissatisfied or very dissatisfied with the flow of traffic on Town streets
- Of the 17 that had contact with Herndon police officers, 9 (53%) were dissatisfied or very dissatisfied
- 22/34 (65%) dissatisfied or very dissatisfied with the Town of Herndon's police department's ability to address problems that concern your neighborhood
- Top issue of concern: traffic
- 19/34 (56%) dissatisfied or very dissatisfied with information available about the Town of Herndon's services and events
- Range of ages and household incomes

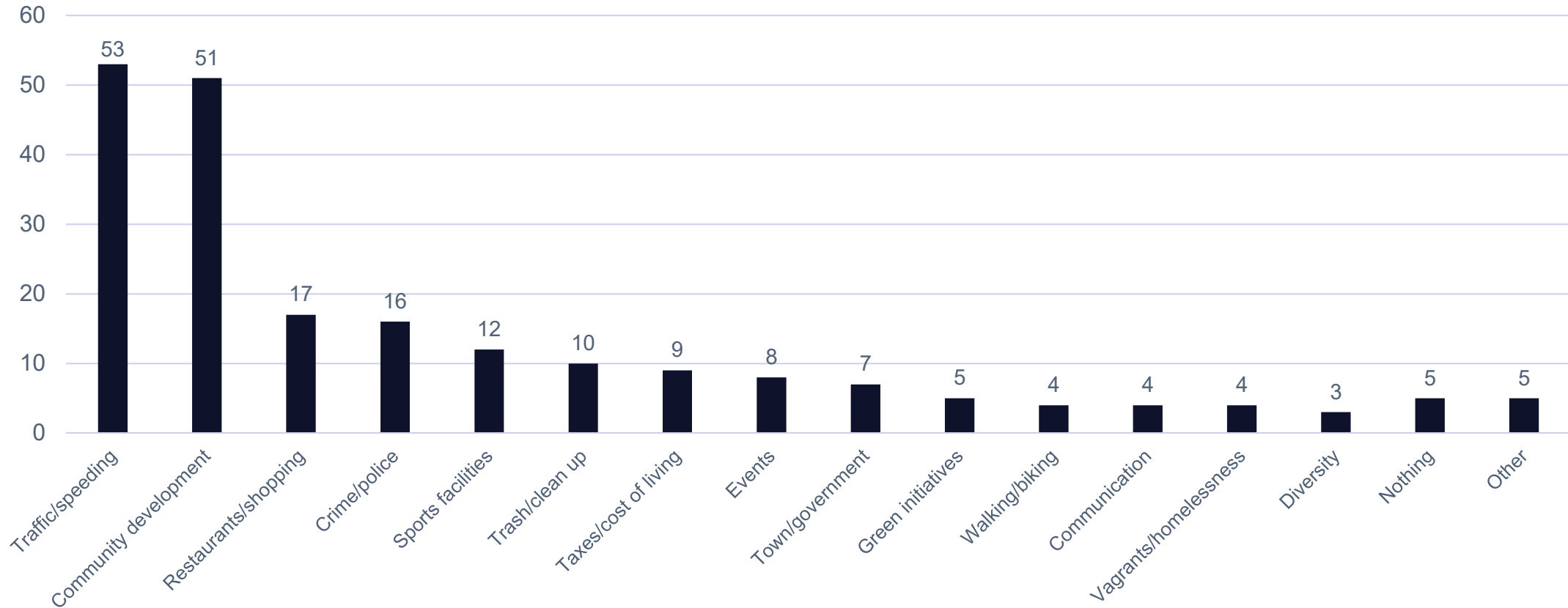
Comment summary: Best characteristics of the Town

What do you like BEST about living in the Town of Herndon?



Comment summary: Most important improvement

If you were to name one thing you would like to see improved in Herndon, what would that be?



Conclusions

- The survey sample differed slightly from US Census estimates for the Town of Herndon. The survey include:
 - more homeowners (fewer renters),
 - more 40-70 year olds (fewer under 30),
 - more Caucasian (fewer Hispanic),
 - fewer residents under the age of 39 and more residents over the age of 40,
 - more households with income of \$150K or more (fewer under \$75K and \$100-\$149K).

Results were weighted and examined for statistical differences by each of these demographic variables.

- The average survey participant has lived in Herndon for 13 years and 84% work outside of the Town. 15% have plans to move outside of Herndon in the next 12 months, the plurality due to cost of living and/or housing.
- Less than half of survey respondents have visited a park in the Town, visited Chestnut Grove Cemetery, played golf at the Centennial golf course, conducted business at the Herndon Municipal Center, or contacted the Town to ask a question, request a service or report a problem.
- Satisfaction ratings of residents are highest for:
 - professionalism of the police,
 - customer service at the Herndon Municipal Center,
 - trash and recycling services,
 - customer service at the Herndon Community Center.
- Satisfaction ratings are lowest for:
 - condition of Town sidewalks and streets,
 - overall appearance of the Town,
 - information available about Town of Herndon services and events,
 - Police Department's ability to address problems in your neighborhood,
 - traffic and parking code enforcement,
 - access to Town facilities for persons with disabilities.

Conclusions

- Since 2018, the Town has increased in average ratings of performance on six attributes and declined on six. The largest improvements were in programs/conditions at the Centennial Golf Course, programs at the Herndon Community Center, and condition of parks. The only substantial decline was in flow of traffic.
- Improvement priorities (performance attributes rated relatively low and high in importance) are:
 - condition of sidewalks and streets,
 - access to Town facilities for persons speaking a language other than English,
 - access to Town facilities for persons with disabilities,
 - traffic flow (of lower importance than other areas of improvement).
- Many activities undertaken by the town are rated relatively high by residents but do not play a large role in their overall satisfaction with the quality of life in Herndon:
 - professionalism of the police,
 - programs, services and playing conditions at the Herndon Centennial Golf Club,
 - appearance of the Chestnut Grove Cemetery.
- Key issues relative to improving the appearance of the Town include:
 - Elden Street,
 - general appearance,
 - Comstock development,
 - trash and cleanliness of Town and parks.
- Frequently mentioned concerns within residents' neighborhoods included:
 - traffic issues,
 - auto theft,
 - gang activity, and
 - residential burglaries.

Conclusions

- 88% of residents are satisfied or very satisfied with the quality of life in Herndon.
- Residents cite a number of factors as “the best” about living in Herndon, most frequently:
 - small town feeling,
 - convenience (walkability),
 - sense of community.
- Desired improvements center around:
 - traffic flow and reducing speeding,
 - improved control and communication around community development.
- Residents last visited the TOH website primarily for:
 - information on the trash pick-up or recycling schedule,
 - specific information (e.g. classes, billing, business, fees)
 - information on events or Town activities,
 - general information (e.g. phone numbers, curiosity, contacts, dates)
 - to pay bill
- The Town’s website is the preferred way (by 2:1 over next option) to learn about services, policies and activities. Secondary sources include mail and social media.
- 57% of residents have visited the Town’s website in the past 6 months and 33% have contacted the Town to ask a question, request a service or report a problem. For 48% of respondents, the last time they contacted the Town was via telephone (34% online).

Comments / Questions?

Priority Metrics Group

History of helping our clients grow

Company Overview

Formed in 1993

PMG began in order to bridge the gap between market research and business strategy.

Grown Through High Value Services

Generating insight and growth for our clients has enabled PMG's growth.

PMG Customer Insight™

PMG's initial focus was on customer satisfaction and value and the range of services expanded based on client demand.

Since 1993, PMG has consistently delivered high value solutions through our practical approach to any organizational issue. PMG principals have a wealth of real-world experience in marketing strategy development and implementation, market research, market analysis, competitive intelligence, innovation, commercial due diligence, new product development and business growth.

