

AGENDA

Newport News City Council Work Session

November 22, 2016

*10th Floor Conference Room
City Hall*

- 12:00 p.m. I. Lunch
- 12:30 p.m. II. Day Service Center for the Homeless
- 1:00 p.m. III. Closed Meeting
- 3:00 p.m. IV. Downtown Urban Design Vision
- 3:30 p.m. V. Citizen Survey
- 4:00 p.m. VI. First Quarter Financial Report
- 4:15 p.m. VII. City Manager's Recommended FY 2018-2022 Capital Improvements Plan (CIP) Discussion
- 5:30 p.m. VIII. Comments/Ideas/Suggestions
- IX. Adjourn
- 6:00 p.m. X. Dinner

TRANSFORMING LIFE FOR THE HOMELESS



DAY SERVICE CENTER OPERATIONS

November 22, 2016 City Council Work Session

CONCEPT REVIEW

- ❑ Best practice to end homelessness and a key component in *The Virginia Peninsula Regional Plan to End Homeless (2009 - 2019)*
- ❑ The Plan was led by the City of Newport News and approved by the Mayors and Chairs Commission on Homelessness to include six jurisdictions on the Virginia Peninsula
- ❑ There is currently one sub-regional Day Service Center in Hampton and one in York County

PROPOSED PROGRAM

- ❑ Promotes the Coordinated Services Strategy of the Virginia Peninsula Ten-Year Plan
- ❑ Consolidates a full spectrum of services
- ❑ Provides access to shelter and basic needs
- ❑ Reduces duplication in services and costs
- ❑ Decreases call volumes

PROPOSED DESIGN

A Day Service Center *is* a facility that:

- ❑ Helps clients gain self-sufficiency and transition to stable housing
- ❑ Allows clients to spend more time improving their situation
- ❑ Encourages agencies and providers to maximize resources and serve clients with pride and dignity
- ❑ Provides a focal point in the community to end homelessness

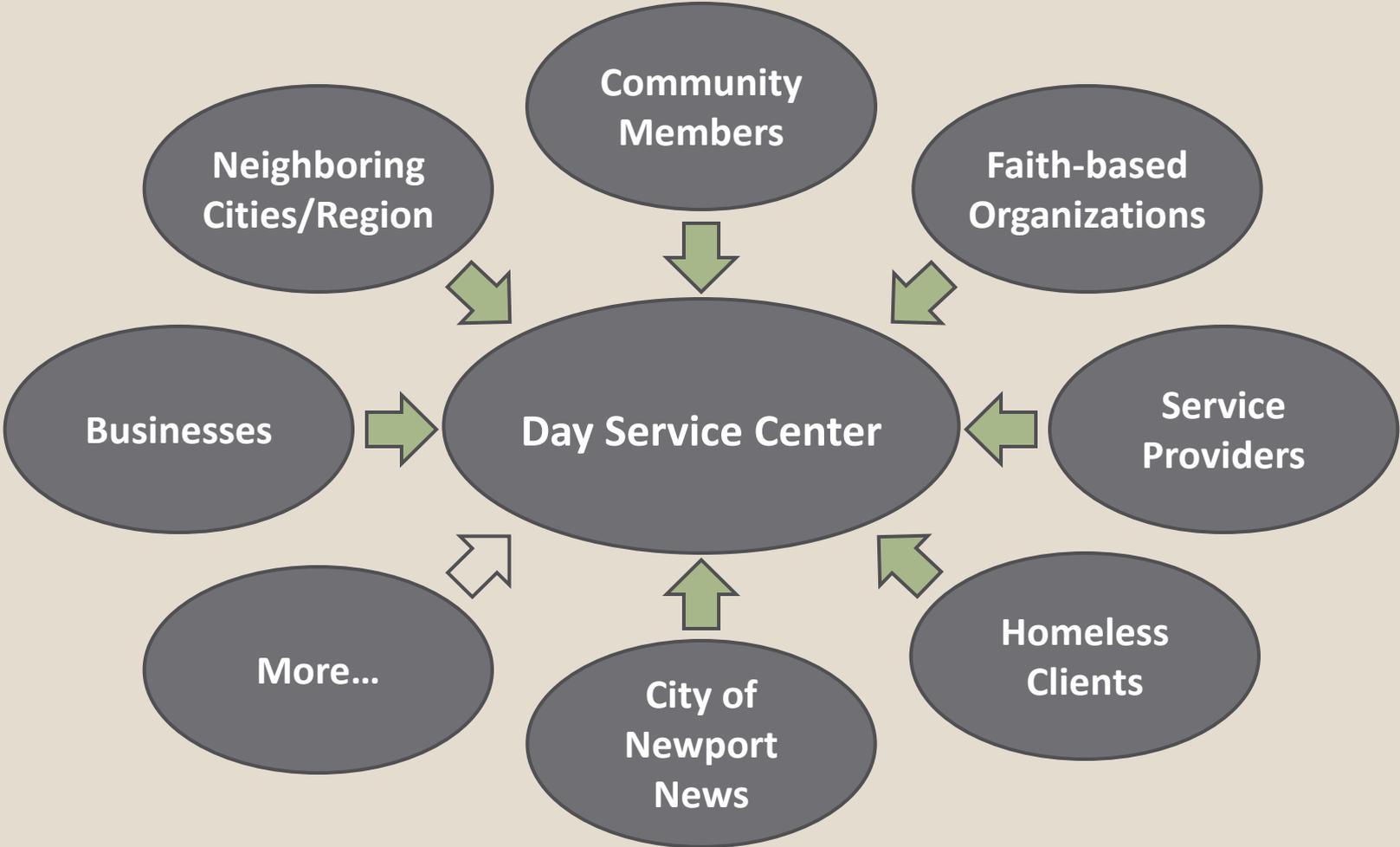
A Day Service Center *is not*:

- ❑ A place where anyone can “hang out”
- ❑ A place that detracts from the community

PROPOSED OPERATIONS

- ❑ Shelter and access to basic human needs
- ❑ Health services
- ❑ Integrated case management
- ❑ Housing assistance
- ❑ Training and learning opportunities

STRATEGIC PARTNERS



PROGRESS TO DATE



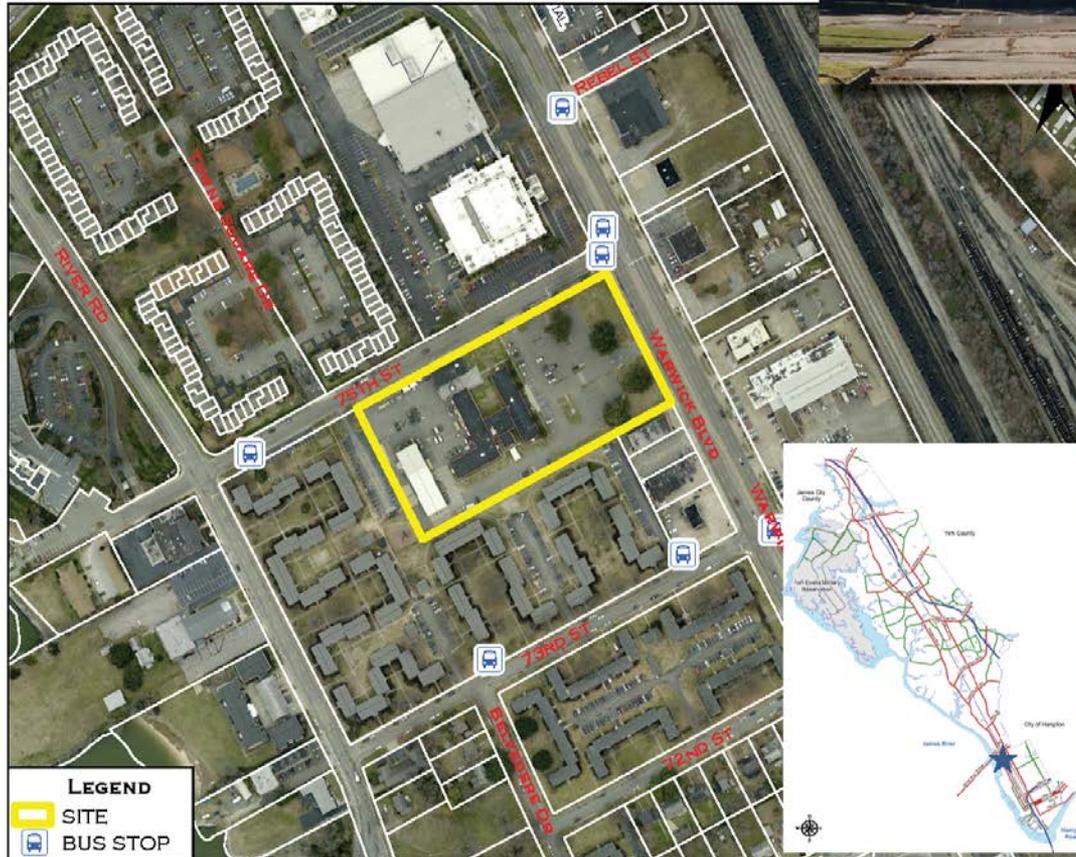
- ❑ Amended the Zoning Ordinance to define use, operation and location
- ❑ Reviewed multiple site locations
- ❑ Established strategy for management and operations

OPPORTUNITY

- ❑ The Marine Reserve Center at 7401 Warwick Boulevard has been listed as suitable/available according to a Notice in the Federal Register and is available exclusively for homeless use through provisions of the Title V McKinney-Vento Homeless Assistance Act
- ❑ The City submitted a letter of interest to the U.S. Department of Health and Human Services to use the property as a Day Service Center for the homeless
- ❑ An Application to lease the property through the Federal Property Assistance Program must be submitted by December 19, 2016

MARINE RESERVE CENTER

7401 Warwick Boulevard



SITE INFORMATION

Owner: U.S. Naval Receiving Center
7401 Warwick Boulevard
Newport News VA 23607

Building Sq Ft: 26,150

Site Acreage: 5.0

Zoning: C2

Future Land Use Designation:
Government/Military

Residential:

This property is adjacent to residential. Town Square condos are located to the northwest and Admiral Pointe apartments are located to the south and west.

Schools or Parks:

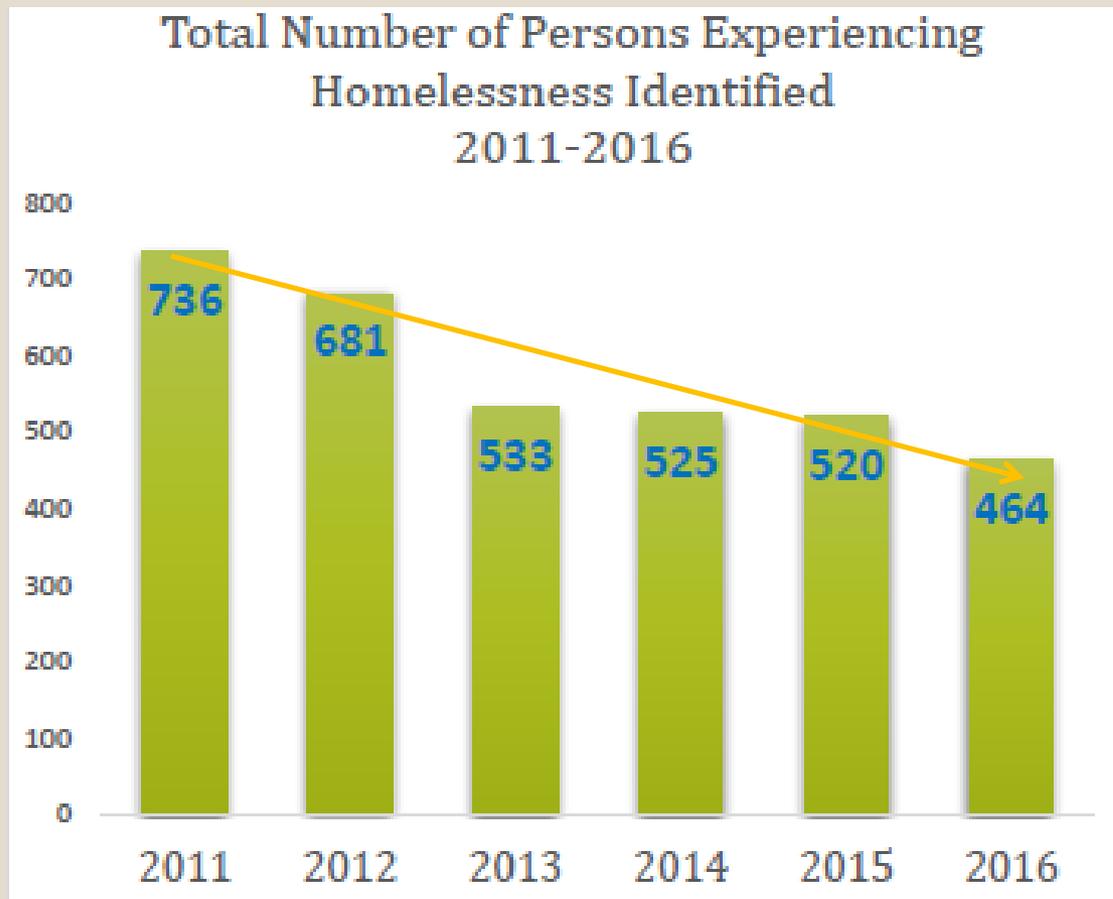
There are no schools or parks within 1,000 feet of the site.

Electoral District: South

Assessed Value: \$1,469,000

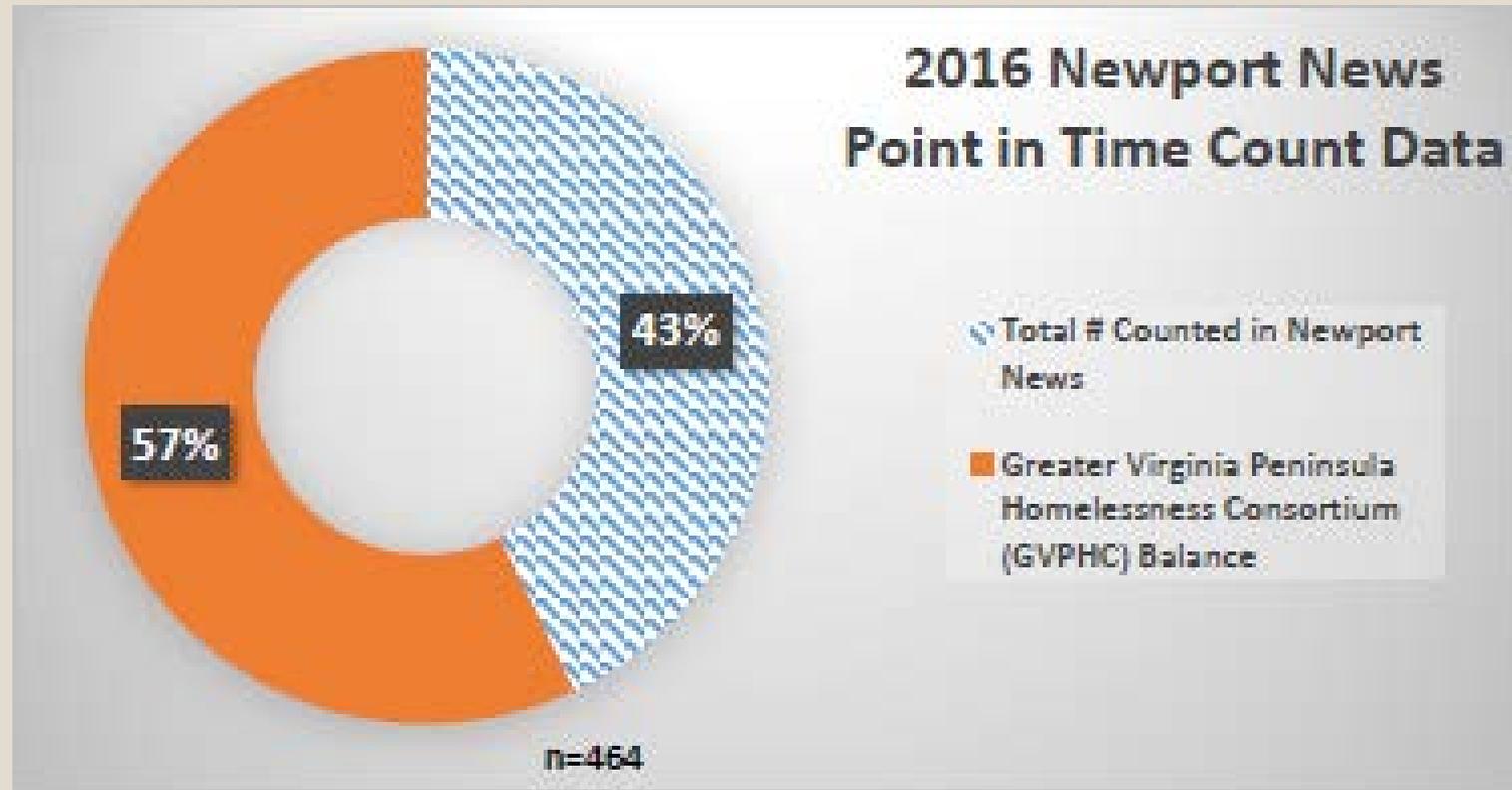


2011-2016 POINT-IN-TIME COUNT



GVPHC Point in Time Count Results: 37% decrease since 2011

2016 POINT-IN-TIME COUNT



2016 Point in Time Data

Total # Counted in Newport News	199
Greater Virginia Peninsula Homelessness Consortium (GVPHC) Balance	265

SUMMARY

- ❑ A Day Service Center is a best practice and key component in ***The Virginia Peninsula Regional Plan to End Homeless (2009 - 2019)***
- ❑ The Regional Plan was approved by the Mayors and Chairs Commission on Homelessness for the six jurisdictions on the Virginia Peninsula
- ❑ City Council endorsed the Day Service Center concept on July 14, 2015
- ❑ City Council approved a Day Service Center Zoning Text Amendment on January 26, 2016
- ❑ The property has been listed as suitable/available for homeless use
- ❑ The City has a strategic opportunity to reduce the number of homeless individuals in our community

NEXT STEPS

- ❑ Approve Resolution to support Application
- ❑ Receive approval of Application and execute Lease Agreement
- ❑ Submit Conditional Use Permit
- ❑ Formalize Agreement with Operator
- ❑ Engage the community, service providers and agencies
- ❑ Open for operation

QUESTIONS



NEWPORT NEWS

AN URBAN DESIGN VISION PLAN

INTRODUCTION

“A CITY IS NOT AN ACCIDENT BUT THE RESULT OF COHERENT VISIONS AND AIMS.”

LEON KRIER

Downtown Newport News once bustled with activity. It was a vibrant, urban place, where the robust commercial waterfront enabled and supported a healthy and diverse city. Washington Avenue was a classic American Main St, lined with medium rise mixed use buildings, theaters, churches, shops and everything else a city needs to support a complete life for its residents. Its gridded network of streets were beautifully scaled, and on that grid of streets were buildings that housed and supported a dignified life. It was a city built for people. Blocks were filled out in their entirety, public spaces were clearly defined, people were able to walk for their daily needs, and drive out easily when they had to. The city was well connected to the rest of Hampton Roads, and the city was alive.

There is a common story in post-World War II urban America, a story about suburbanization, and the social and economic forces that created it. It is a story that often includes details about derelict city cores, lost economic opportunities, segregated neighborhoods, and increased use of the car. But what is often lost in the discussion of urban America in the late 20th century are two very important details. The first is this – what was physically done to cities to allow this to happen? In other words, what were the choices made that created the physical problems we see in Newport News and all around the country? Choices made by local, state, and national governments created the laws that made suburbanization the only lawful pattern to follow. Additionally, the choice that ended up dividing urban places with limited access, high speed highways and freeways had a terrible effect on all cities where they have been introduced. The other important detail to understand also has to do with the automobile. Cars need places to park, and the widespread razing of buildings that made up the fabric of American cities, so cars could be parked, had the only outcome it could possibly have

– creating abandoned surface lots with no place at all to visit. These two things happened in every corner of the country. You can easily find evidence of this in Seattle, Boston, San Francisco, Denver, Cleveland and every city in between.

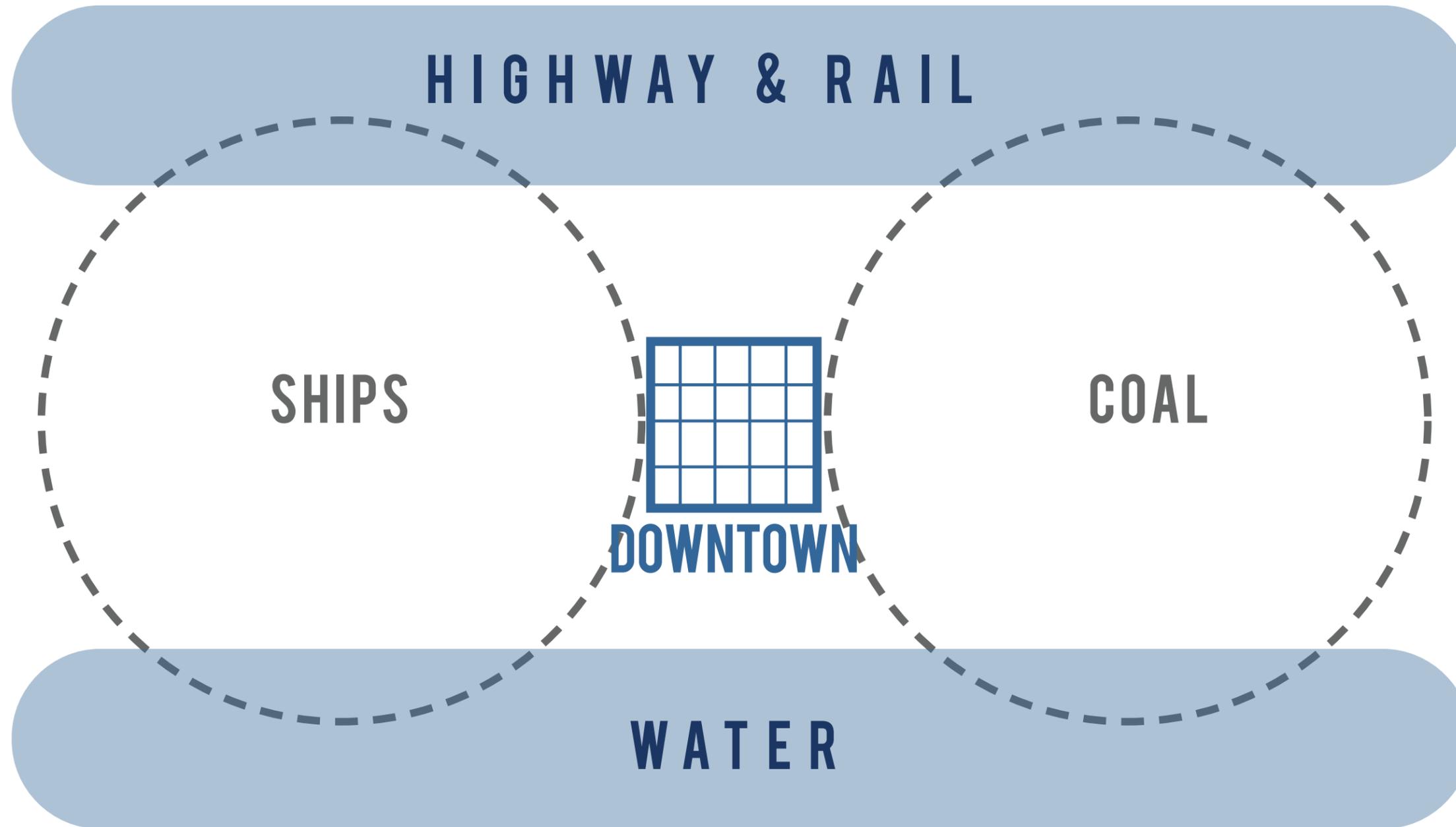
If the life of cities is, among other forces, connected to the choices made on behalf of that city, what then is the solution? The solution has two components. The first component is to build urban places that physically allow for life to return to a place. With few buildings and a derelict public realm, no silver bullet project exists that will reinvigorate an abandoned city. What is needed is the architecture that is able to support human activity, and all of its diverse demands. That includes mixed use buildings, medium density housing, public buildings, markets, public parks that are easy to enter and clearly defined, and civic buildings that bring grace and dignity to the city, and do the same for the lives of those who inhabit that city. The second component is to reestablish, insofar as possible, the connections that were broken in the post war era. To this we can add new ideas about multi-modal transportation, including first rate bicycle infrastructure, rapid transit bus systems, and ferry service to use the water as a way to connect rather than divide a region.

Cities in every region of our country are beginning to recover from the damage done by the late twentieth century. Young people yearn for an urban life. The creative class chooses urban places over suburban places consistently. Bicycle use is skyrocketing in cities from coast to coast. This is happening not just in large cities like New York and San Francisco, but in medium and forgotten places, like Buffalo, Kansas City, and Omaha. Cities are regaining their confidence, including cities with less to offer than Newport News. The potential of this city is immense. It's site is glorious, it's region rich in history and travel opportunities, it's number of permanent economic military of industrial jobs is more powerful than most cities, and much of its remaining historic architecture is beautiful and full of wonderful character. Newport News is a city that can and will rise. In this spirit, we offer the following urban design master plan to help guide the thinking and decision making that will repair the damage done by the choices of the 20th century.

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City of Newport News 2400 Washington Ave Newport News, VA 23607	
MASTERPLAN ARCHITECT	
Perkins Eastman DC 1 Thomas Circle Suite 270 Washington, DC 20002	
LANDSCAPE ARCHITECT	
Rhodeside & Harwell 501 King St Suite 300 Alexandria, VA 22314	

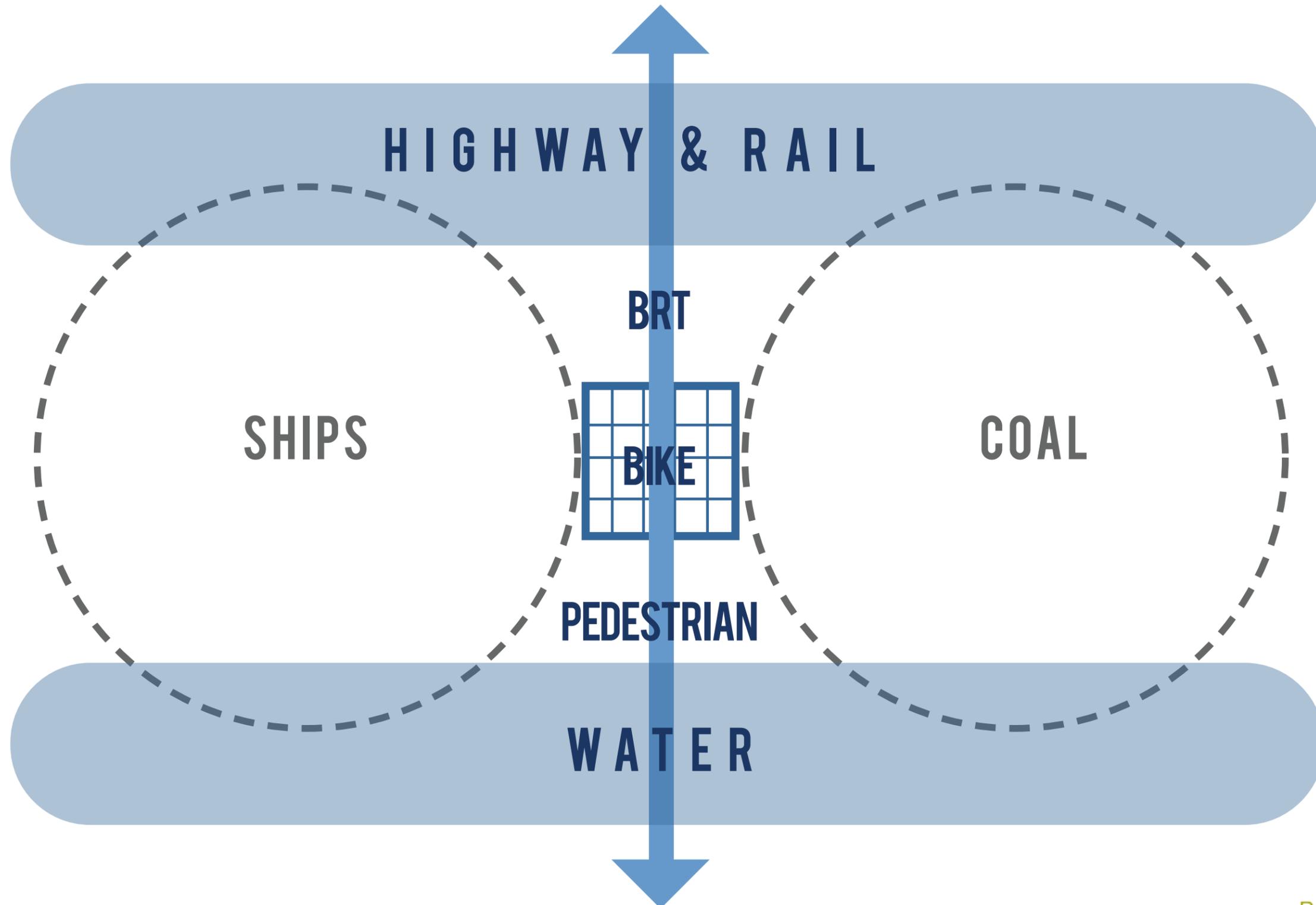
URBAN ANALYSIS

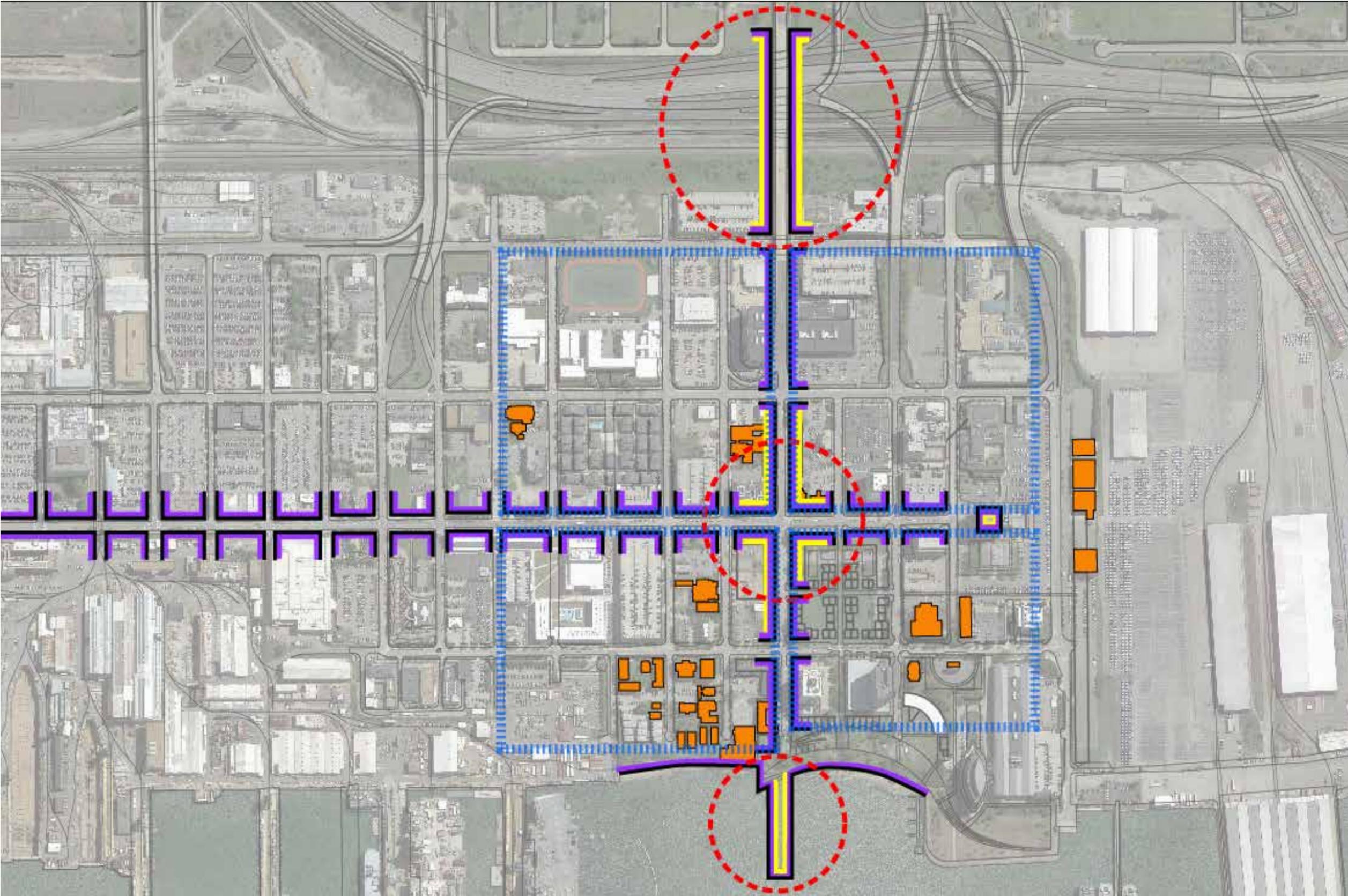
WHAT IS UNIQUELY DOWNTOWN NEWPORT NEWS THAT WE CAN BUILD UPON AND ENHANCE?





HUMAN-SCALED WALKABLE URBAN EXPERIENCE NESTLED BETWEEN TWO WORLDS OF INDUSTRY





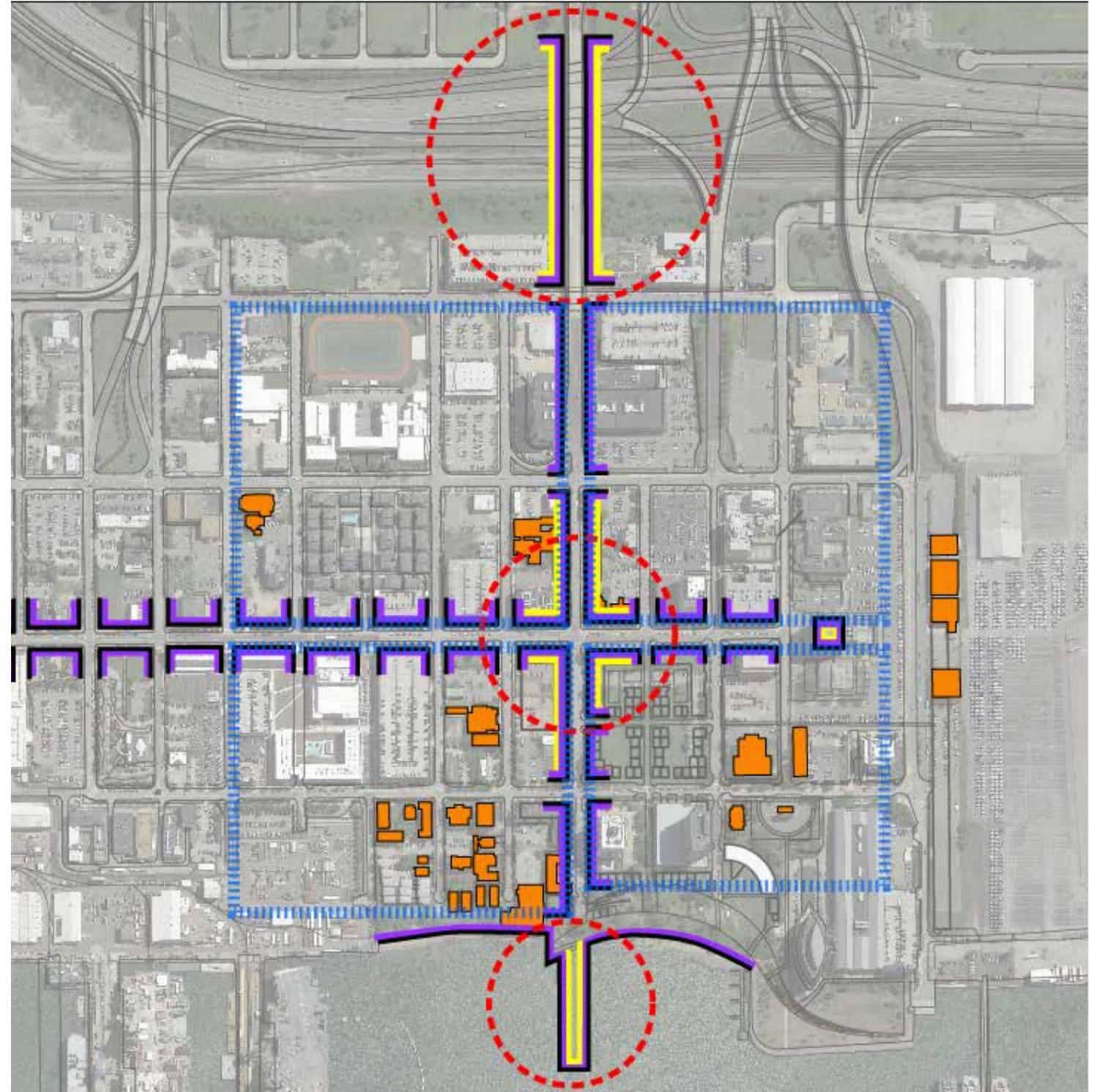
THEMES & GOALS

THEMES

1. WATER
2. CONNECTIVITY
3. HISTORY
4. OPPORTUNITY

GOALS

1. **CONNECT** downtown to the neighborhoods to the east and to Norfolk & Portsmouth via a reimagined 28th Street Bridge and new Public Pier
2. **TRANSFORM** the concrete sea of parking lots into vibrant neighborhoods of parks and walkable streets
3. **INFLUENCE** transit planning to include a BRT stop downtown, and design for all transit modalities to cross a reimagined 28th Street Bridge
4. **REUSE** historic buildings as art spaces and interesting living and working environments
5. **REIMAGINE** the intersection of Washington Avenue & 28th St as the main cross roads in downtown Newport News
6. **ENHANCE** the waterfront as a multi-use destination with a new public pier and other public amenities



DESIGN PRINCIPLES

1. Create Rich, Textured Urbanism

- Low to Mid-Rise
- Variety of businesses: shops, bars, restaurants
- Arts space
- Mixture of ages and socioeconomic levels
- Excellence in store front design

2. Employ all Modalities of Transportation

- Bike Infrastructure
- Connections to Rest of City
- Ferry Terminal

3. Build Upon Unique Industrial Character

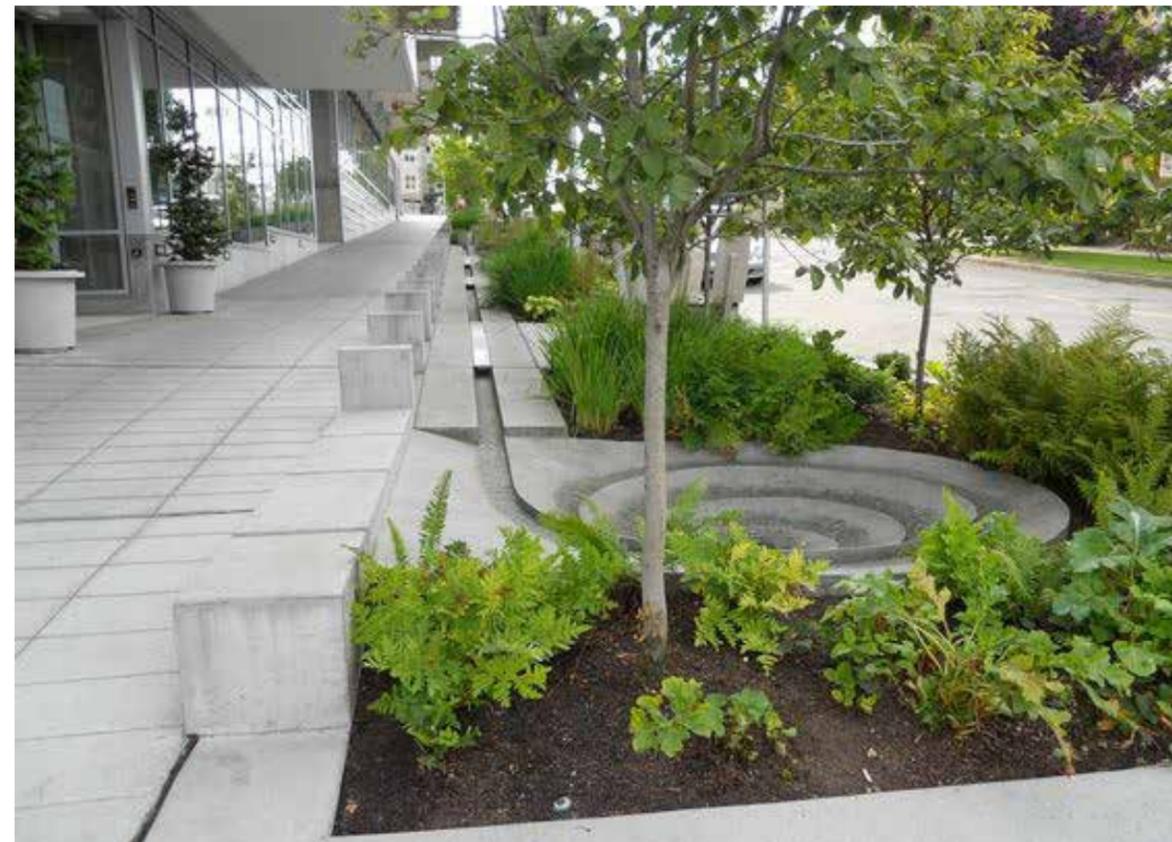
- Artist Space
- Tech Start-Up Space

4. Create Spaces for Arts and Music Institutions

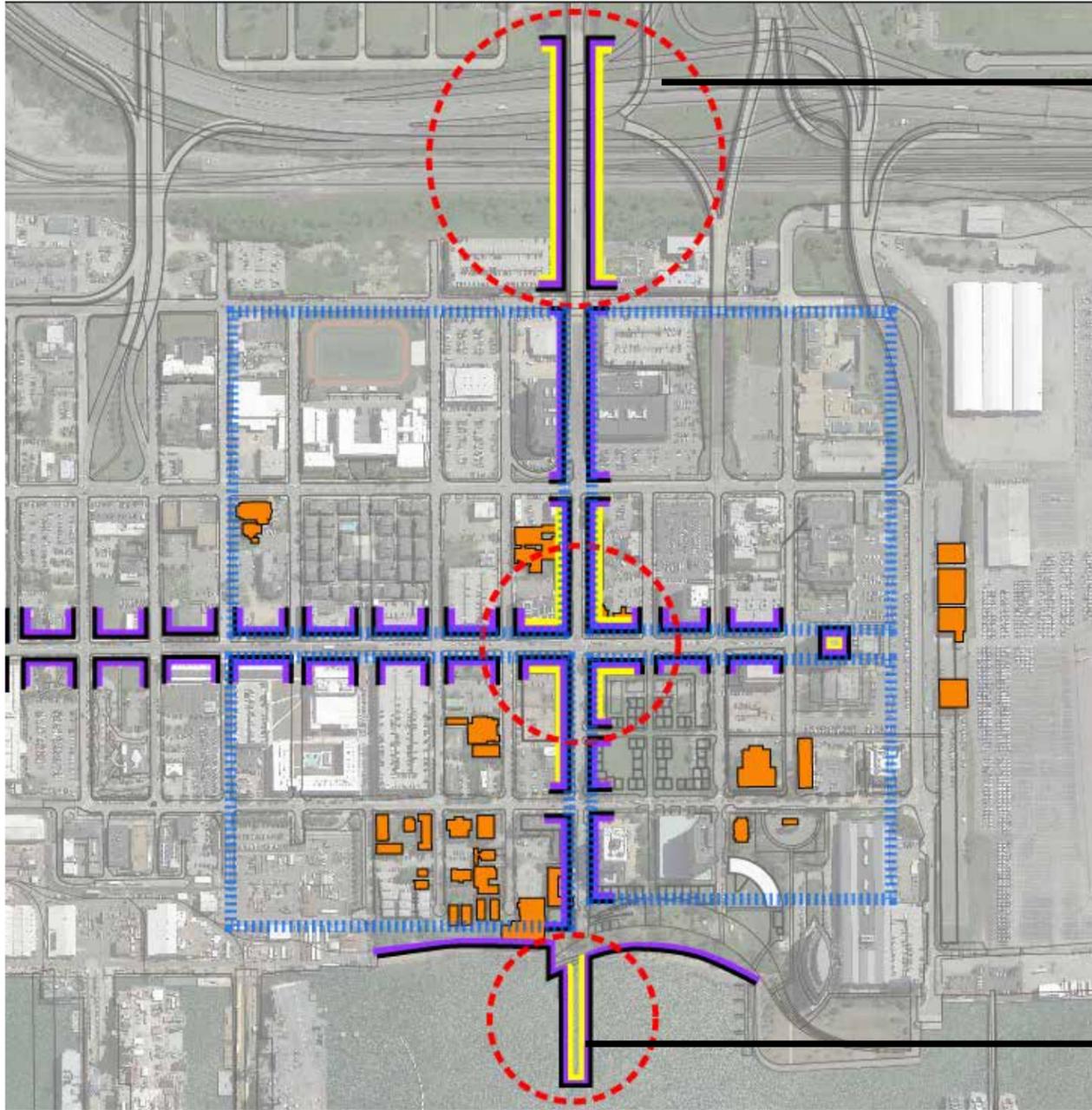
- Culinary School of Virginia
- Newport News Public Art Foundation
- Peninsula Fine Arts Center
- Virginia Choral Society

5. Make Great Places, Spaces, and Streets

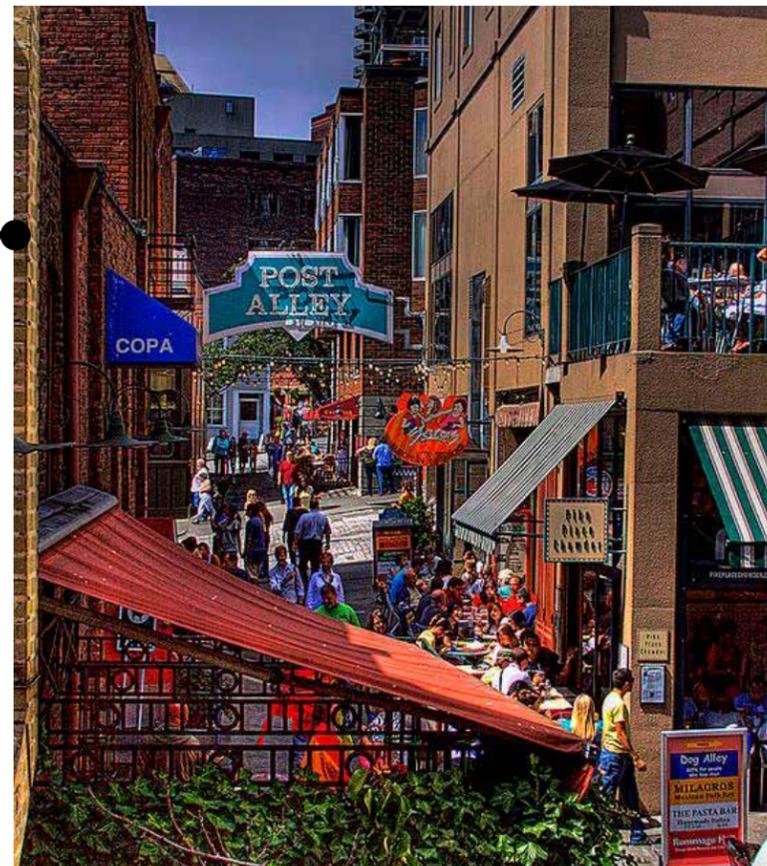
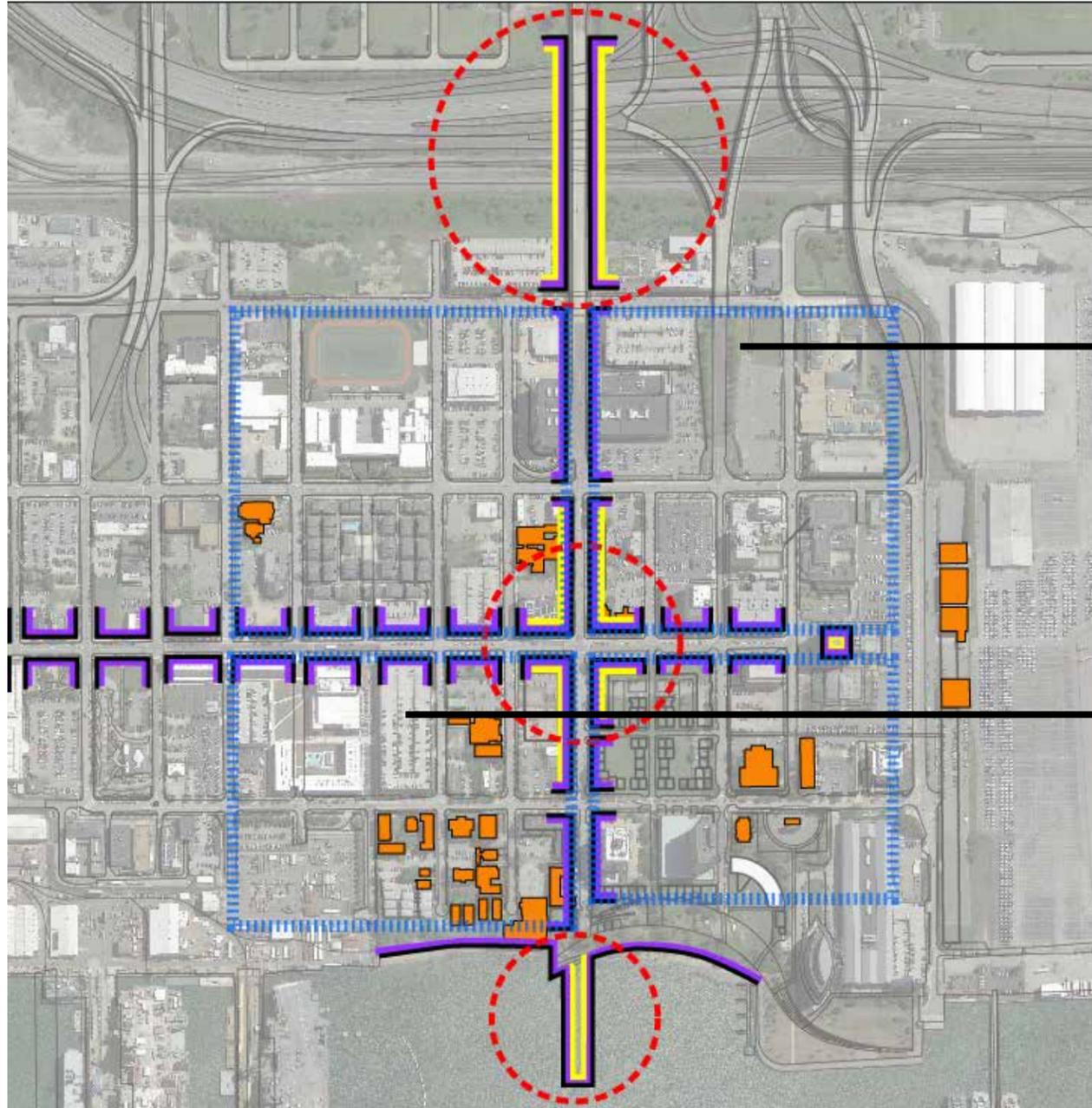
6. Embrace Latest Environmental Practices



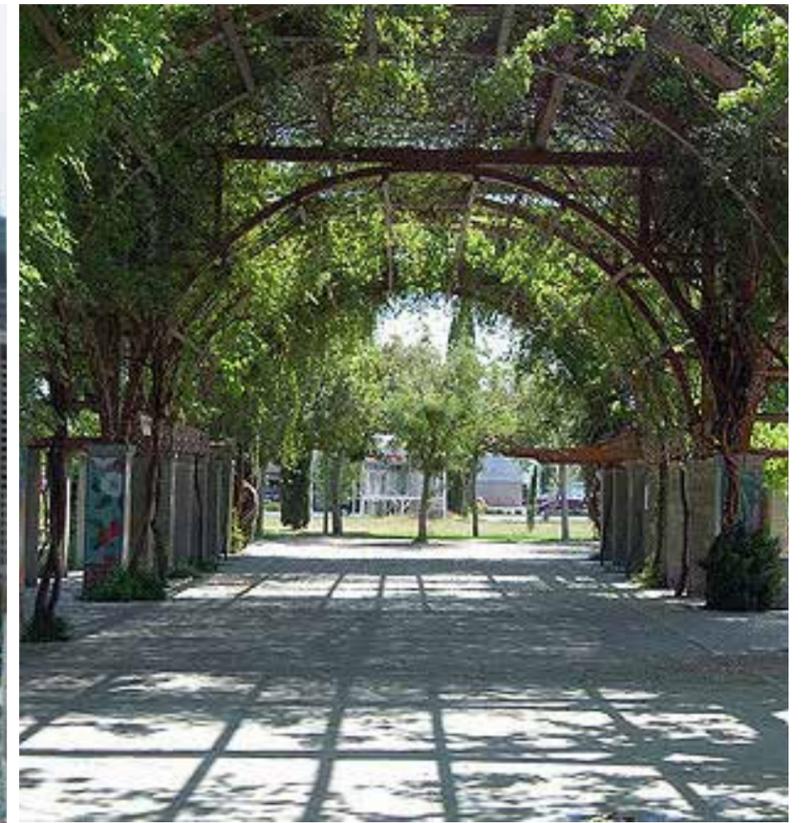
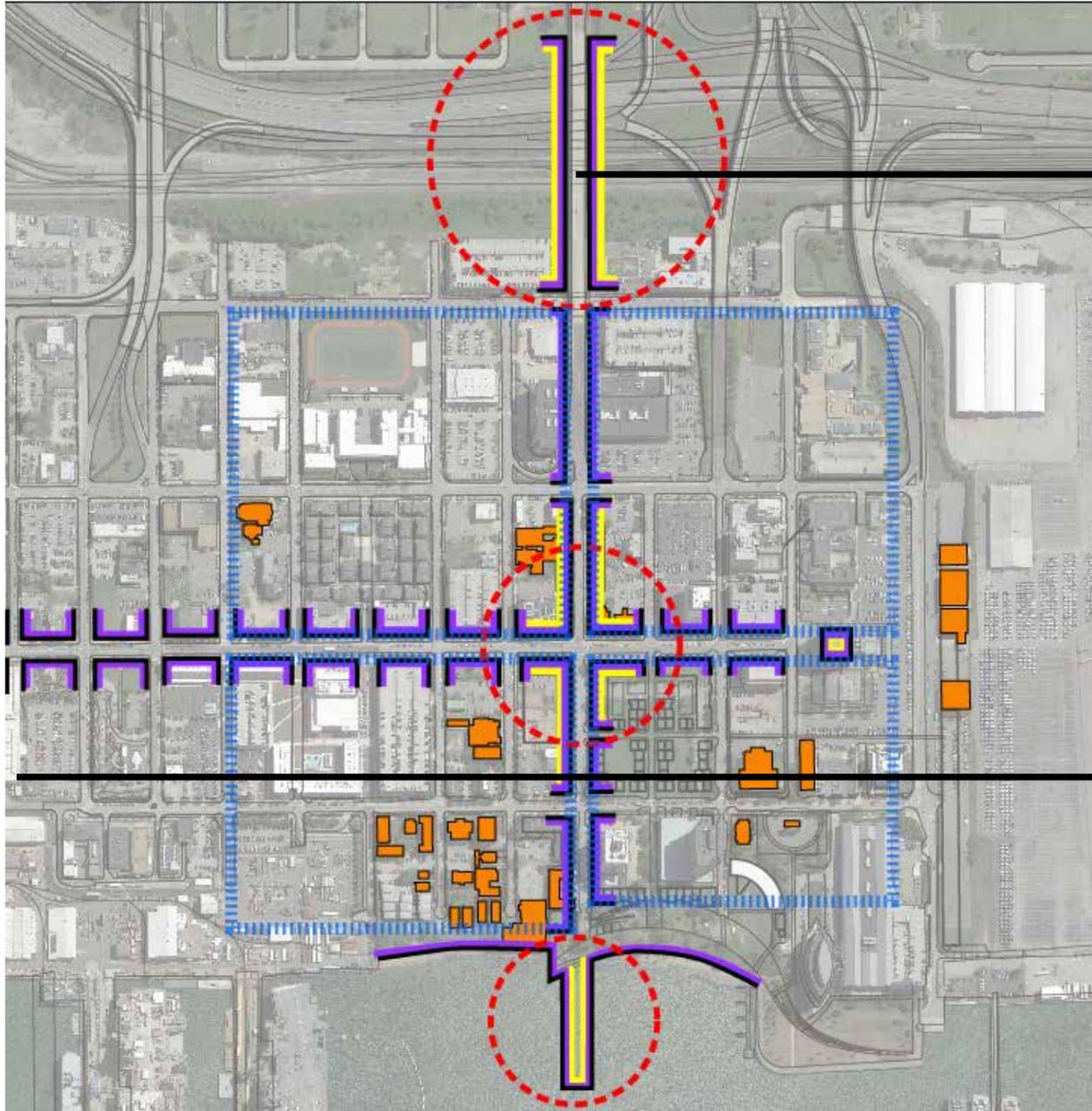
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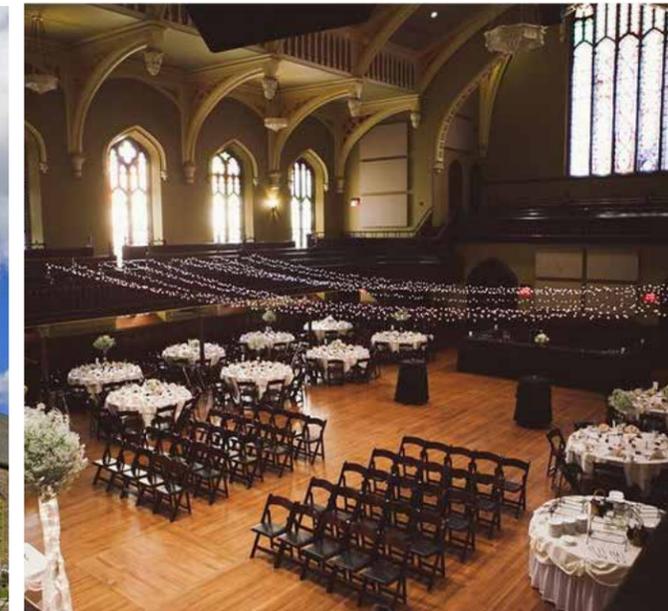
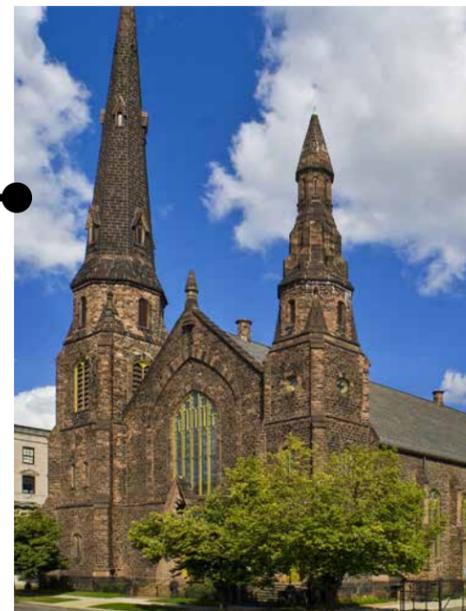
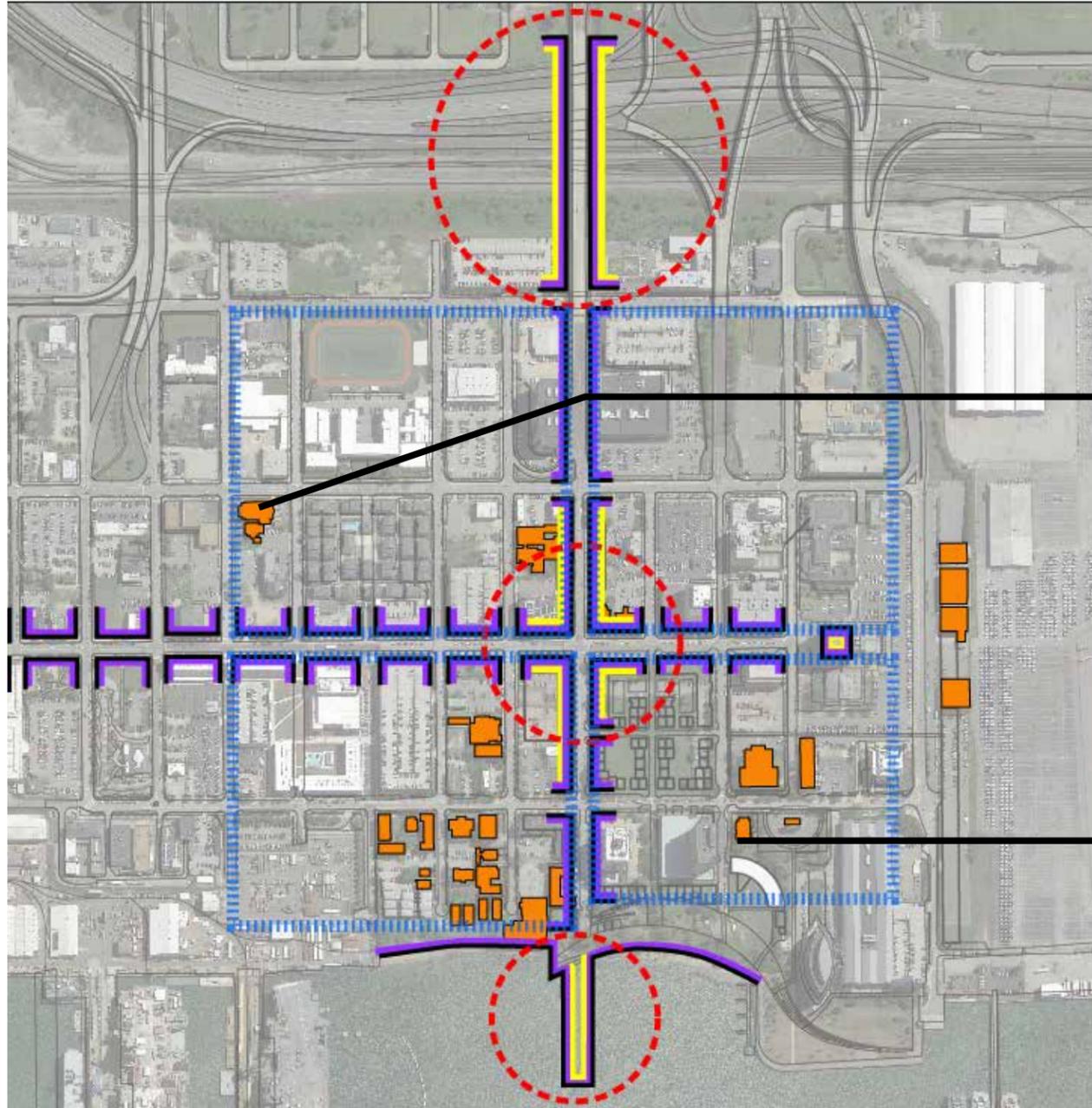
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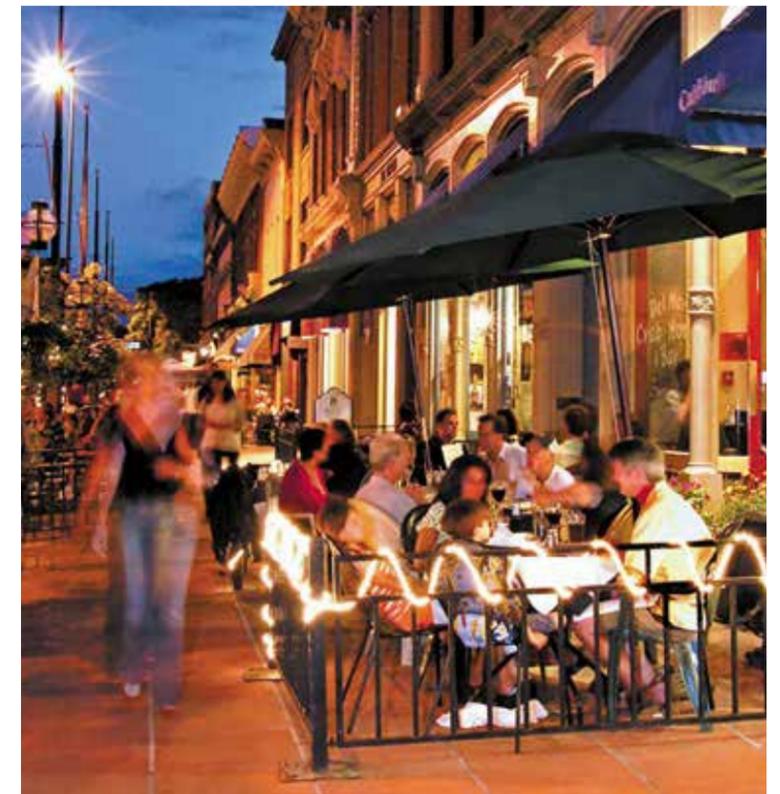
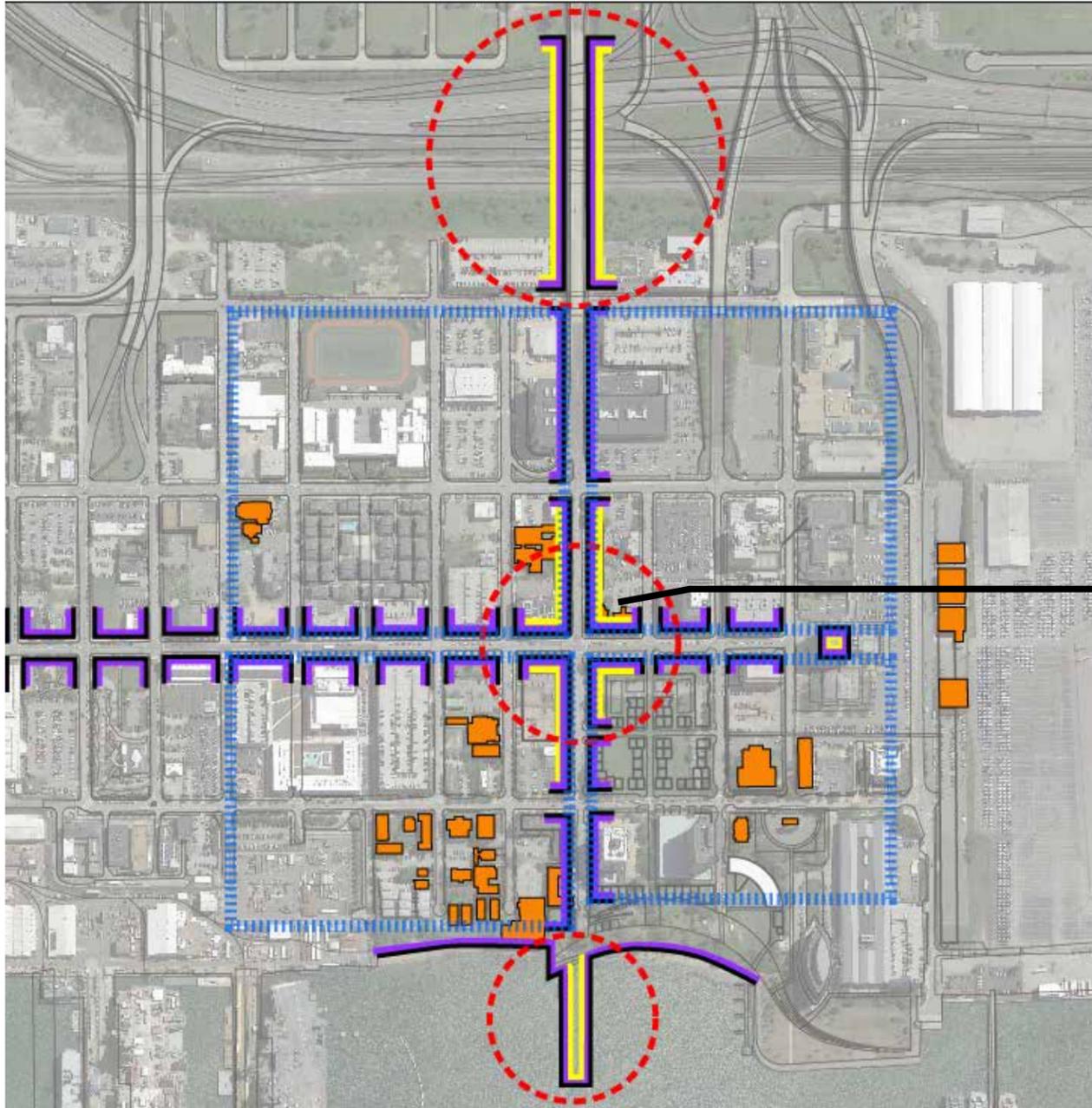
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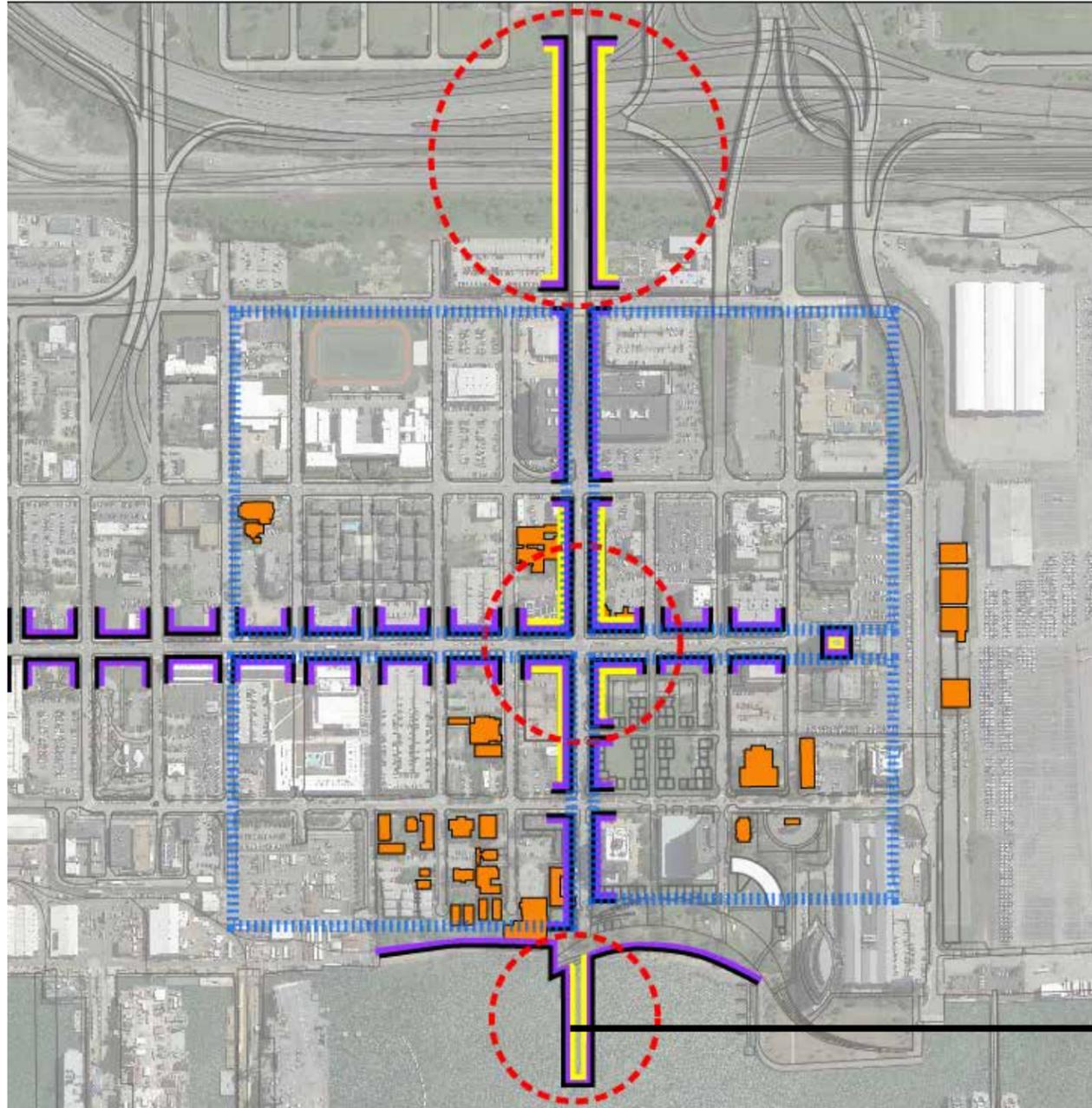
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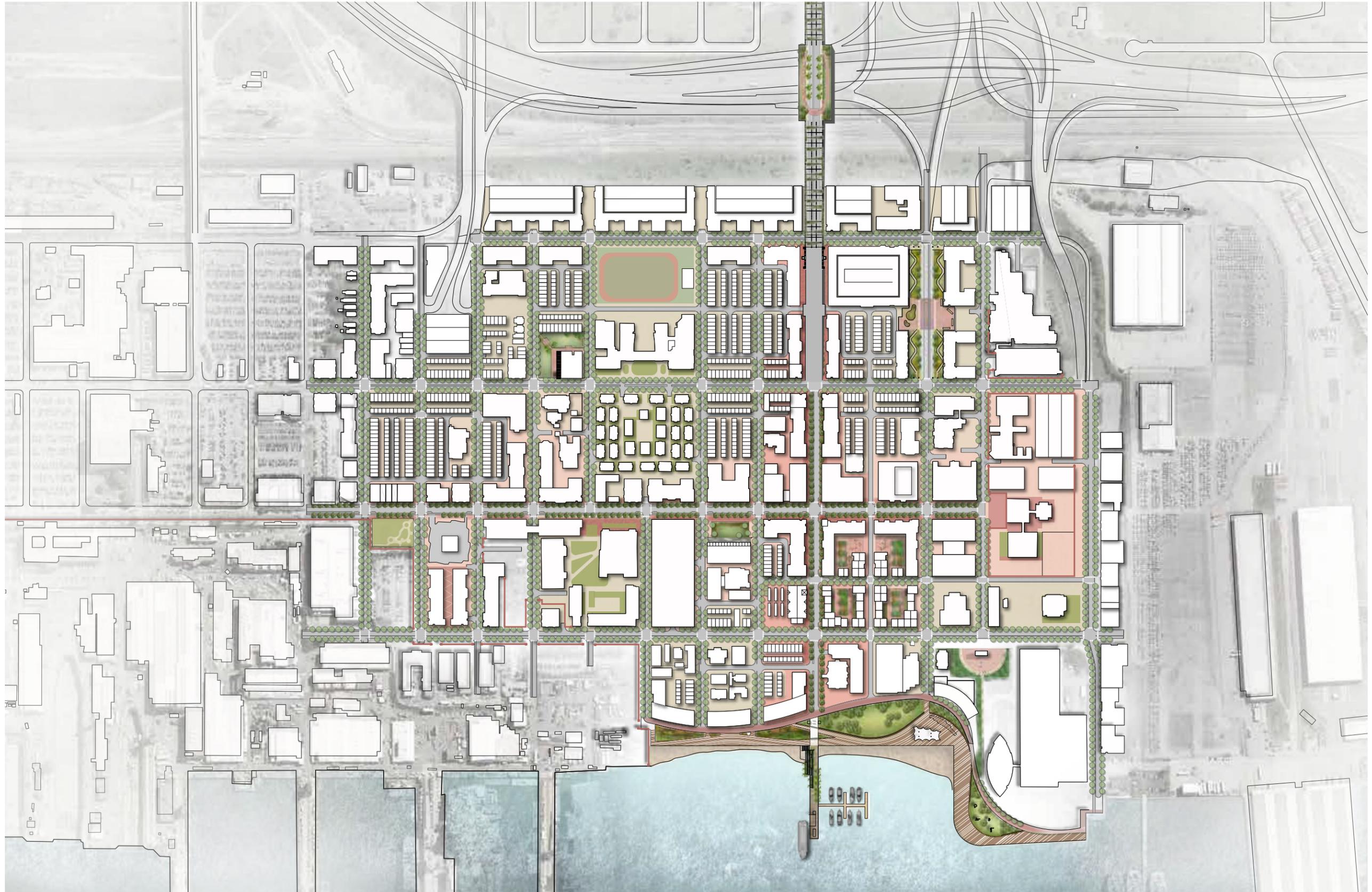


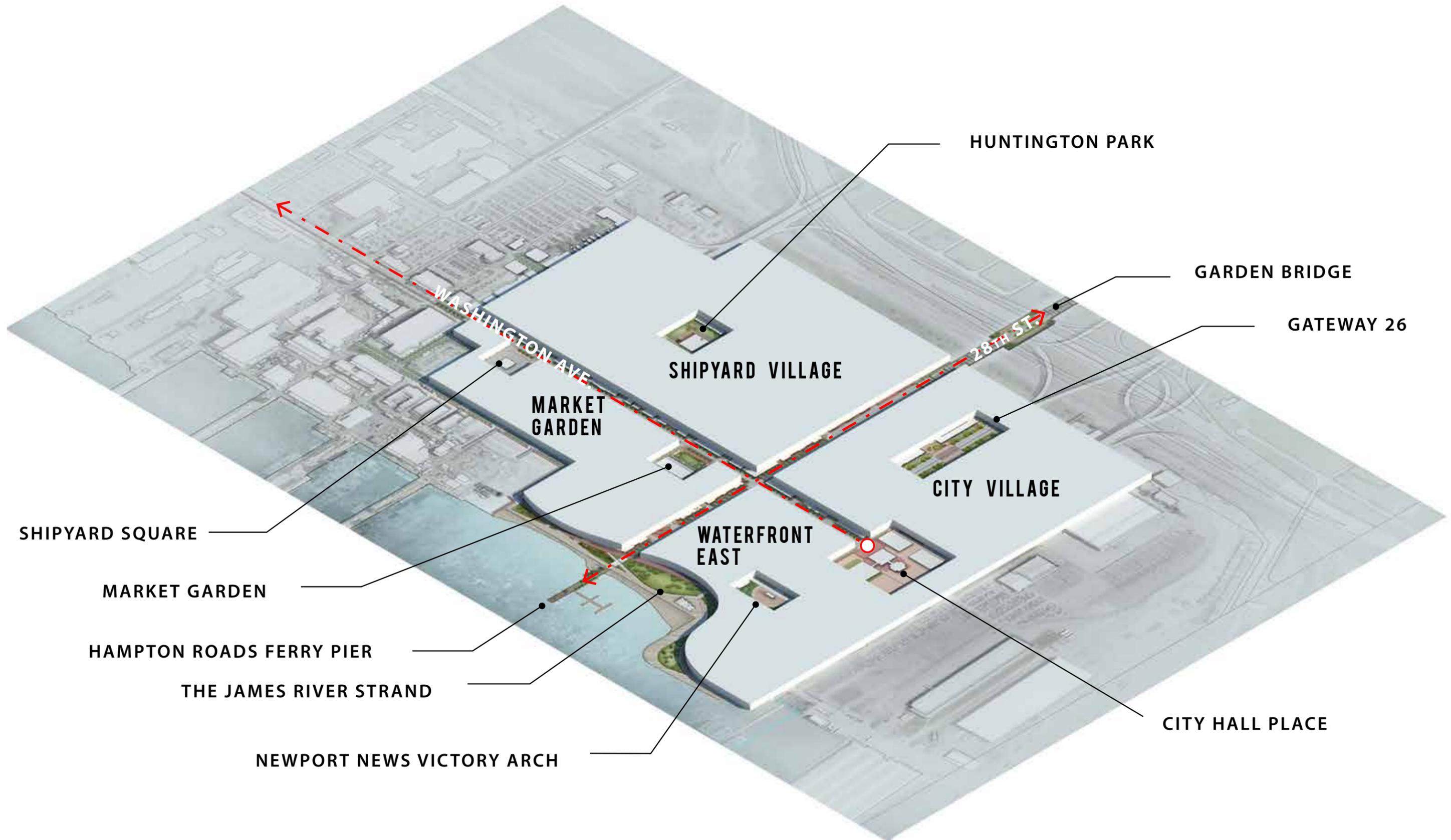
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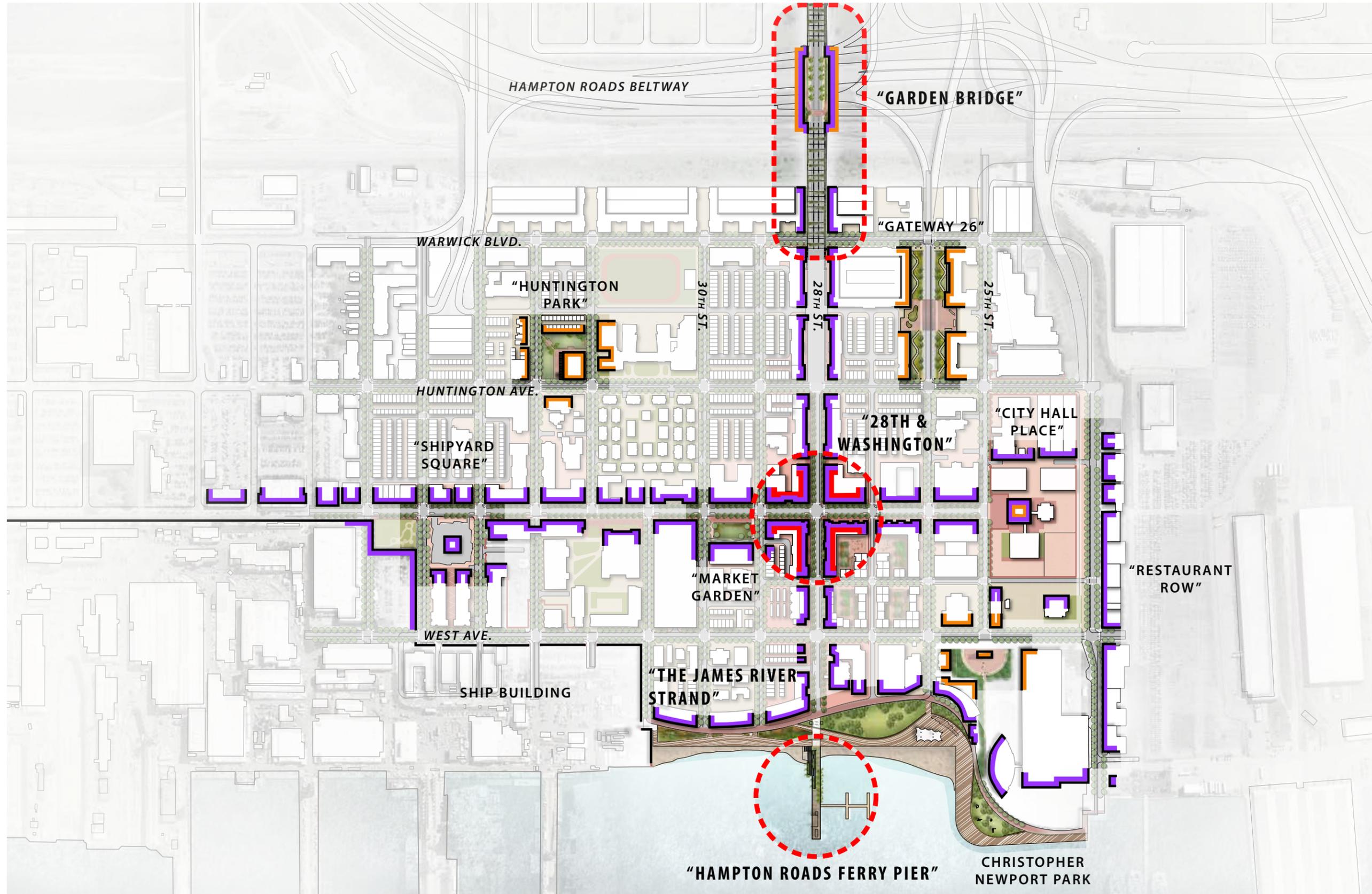


VISION PLAN











PRIMARY CONNECTION: LINED BY PRIVATE MIXED USE BUILDINGS

PUBLIC & CIVIC BUILDINGS: BOTH HISTORIC AND NEW PUBLIC BUILDINGS ARE DISTRIBUTED THROUGHOUT THE PLAN, GIVING IDENTITY TO VARIOUS “VILLAGES” IN THE FOUR QUADRANTS OF THE PLAN

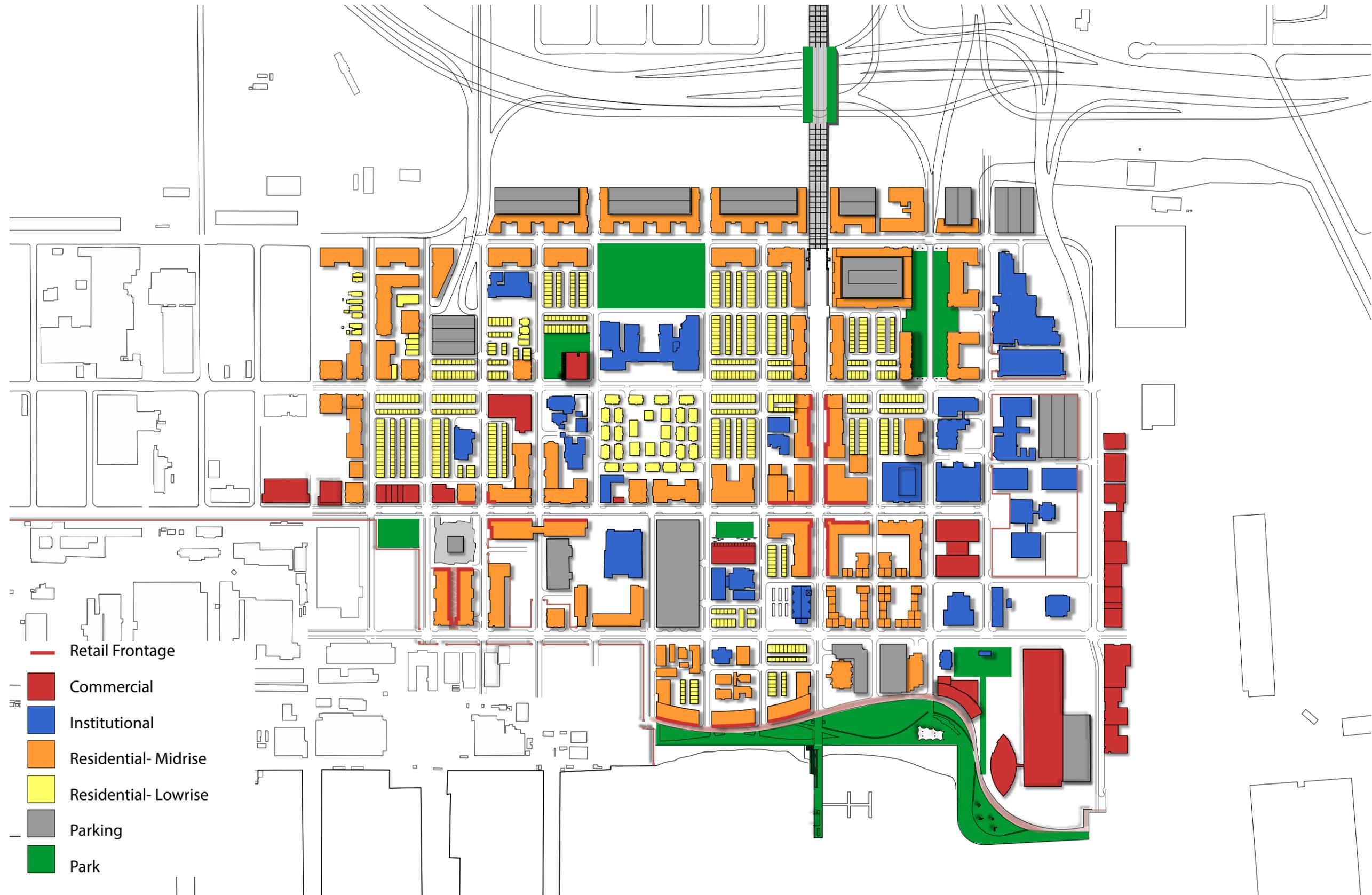
A COMPLETE CITY: IS MADE UP OF PUBLIC AND CIVIC BUILDINGS, mixed use private buildings and the public spaces made by these buildings that enhance the reading of the city as a whole. This is a basic pattern that the great cities of this world have always followed. The separate zoning of uses that both encouraged and required automobiles have had a lethal effect on cities everywhere. This is how to reverse that pattern and its ruinous effects. Newport News must become a compact and complete urban place at an appropriate scale and density.



THE COMPLETE CITY: NEWPORT NEWS REIMAGINED IS A COMPLETE CITY,
WITH IDENTIFIABLE PUBLIC AND CIVIC BUILDINGS MIXED TOGETHER WITH PRIVATE MIXED USE
RESIDENTIAL BUILDINGS WITH RETAIL OFFERINGS







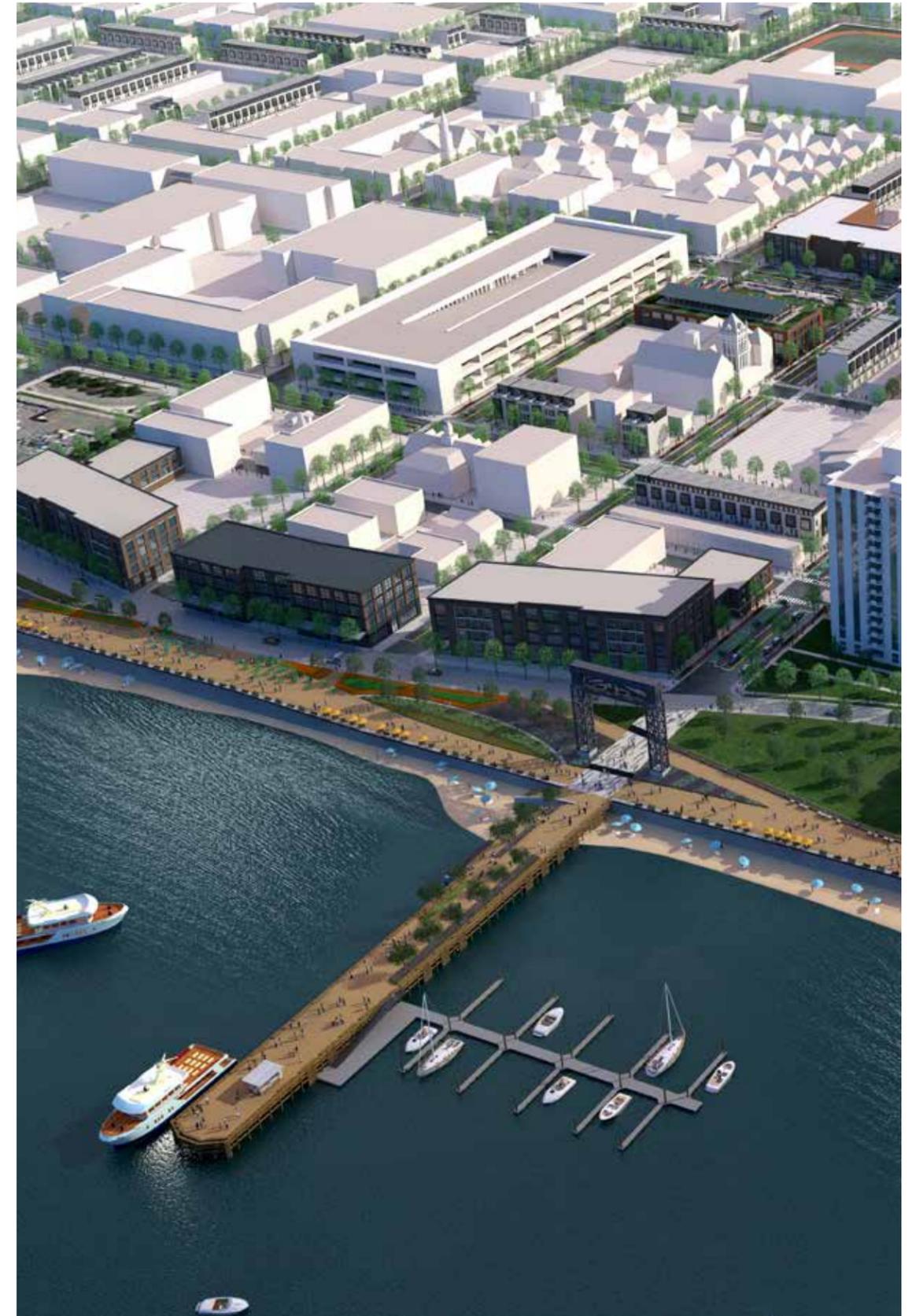
- Retail Frontage
- Commercial
- Institutional
- Residential- Midrise
- Residential- Lowrise
- Parking
- Park

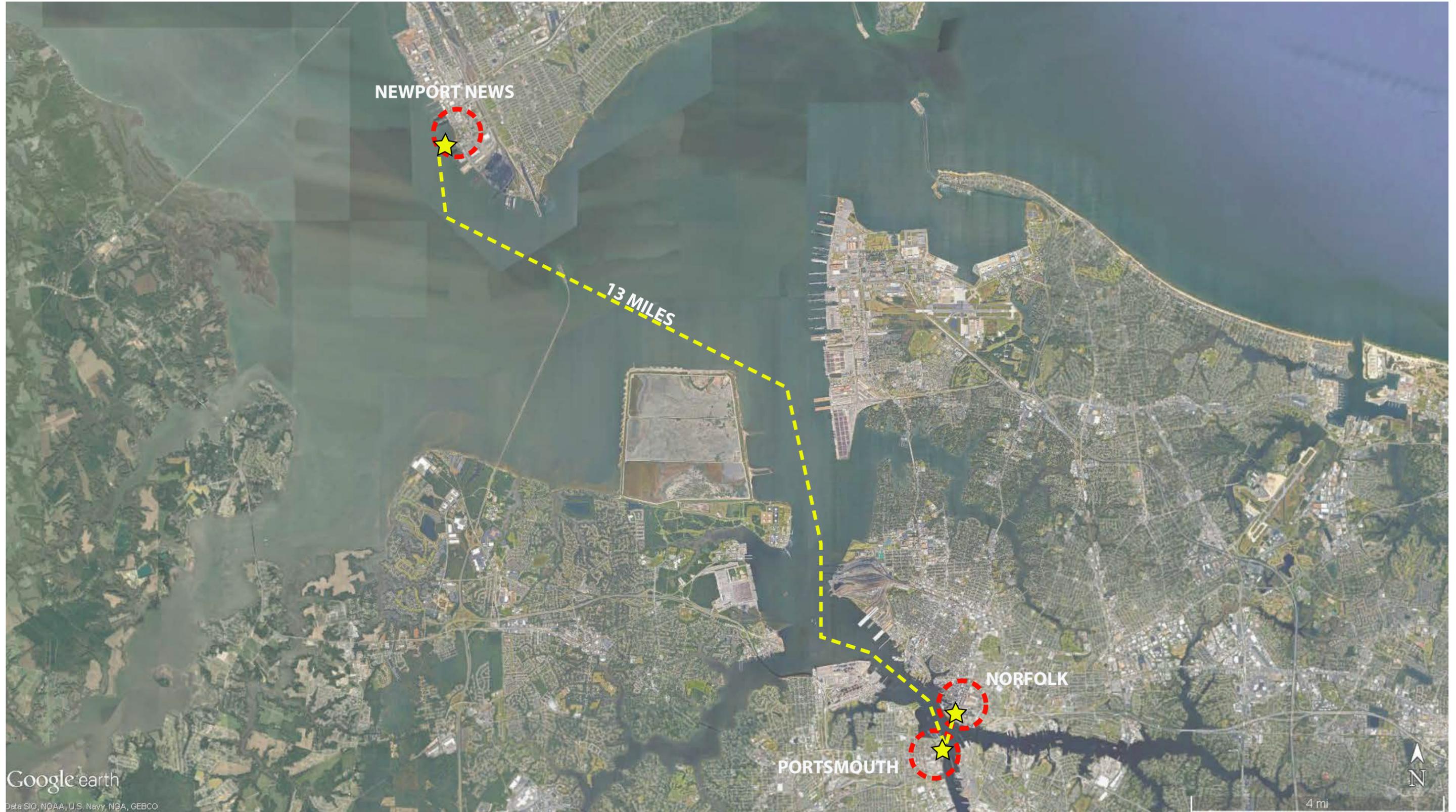
HAMPTON ROADS FERRY PIER: ONE OF THE CRITICAL components of a vibrant and successful city is ensuring that as much connectedness, with as many types of transportation as possible, is offered. Across the James River sits the world's largest naval base. Adjacent to downtown Newport News is an immense shipbuilding operation and working port. Currently, the only connection this area of Newport News has to these neighboring places is by automobile. Interstate 664 allows drivers to speed past downtown Newport News, and if drivers take a downtown exit, it is invariably to go to the ship building facility, the port, or the government buildings. Not to live, work in other commercial sectors, or for play.

People must be enticed to move to downtown and one of the ways to do this is by taking advantage of the low cost of real estate on the north side of the James River. By connecting downtown Newport News to Portsmouth and Norfolk by ferry, it becomes immediately possible for people to live downtown even if they do not own a car, and still commute to Norfolk. Planning the infrastructure for ferry service makes this a viable idea. Getting people living in downtown is the most important component of this vision plan.

Current ferry technologies ensure a fast and smooth ride, **with boats averaging 24 knots**, allowing the boats to make the **13 mile journey in about 30 minutes**. When people get to their destination, they need not worry about parking a car or other car related expenses. They arrive and leave on foot.

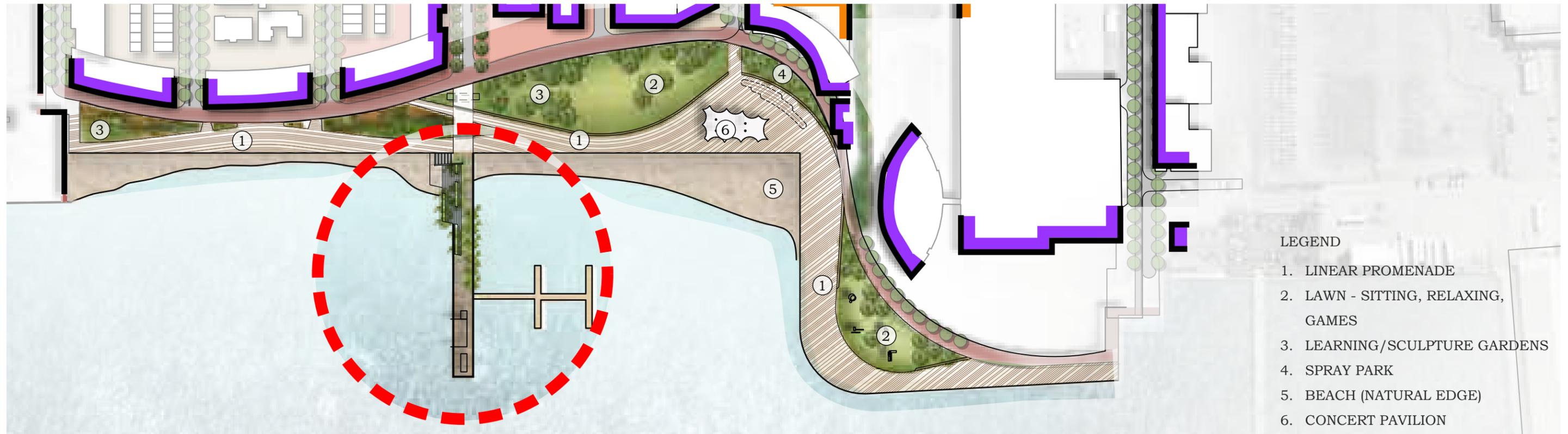
The new ferry pier would also serve as a public amenity, allowing access out onto the water. It would include a modest public marina for people to house their boats, thereby activating the mouth of the river. We are also proposing to include an area of stepped platforms leading down to the edge of the water, to allow people to sit and admire the truly incredible site of massive aircraft carriers being built. This is a type of public theater no other place in the world can really offer. It is unique to Newport News, and should be embraced as fully as possible.











JAMES RIVER STRAND: THE GREAT CITIES OF THE WORLD often have a beautiful way to meet the water. Newport News has an immense waterfront, though the majority of it is in fact a working waterfront. Given the nature of the industries in Newport News, the ship building in particular, no attempt to hide or shy away from their character should be made. In fact, it is this character which makes Newport News unique. There are many ways to embrace beauty other than trying to make Paris on the James. The waterfront in Newport News is more akin to those of Oakland and Queens. Both of these cities are embracing their unique characteristics to distinguish themselves while making truly remarkable public places on their waterfronts. The same could be said for Buffalo, NY, where there is currently a new waterfront developing that embraces the historic canals and industrial might of the city, while highlighting the gritty and massive grain elevators that line the river to the city's south. Where Buffalo has grain elevators, Newport News has **the place where the world's largest and most powerful Navy is created.** Our vision is to embrace the beautiful and one of a kind character that comes from the presence of those naval ships.

water's edge on a daily basis. We have also included a modest band shell to enable regular summer concerts to be held on the waterfront. As a nod to the Newport News Victory Arch at the foot of 25th Street, we are also proposing a **new triumphal entry arch**, using the architecture of industrial might, to welcome those arriving by ferry into the embrace of the reborn city.

Along this **James River Strand** will be a few new mixed use buildings with cafes and restaurants out along the curb-less *woonerf*, existing affordable housing and a new hotel. This park, together with the Hampton Roads Ferry Pier will be the new waterfront gateway to the city.

Other amenities that will be included in this park are ample and diverse places for people to recreate, boat, sunbathe, and enjoy the



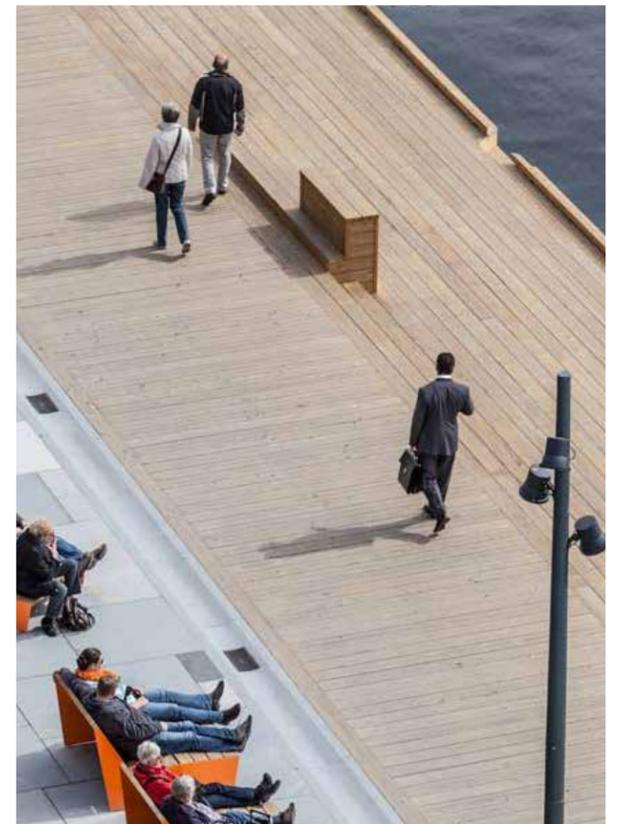
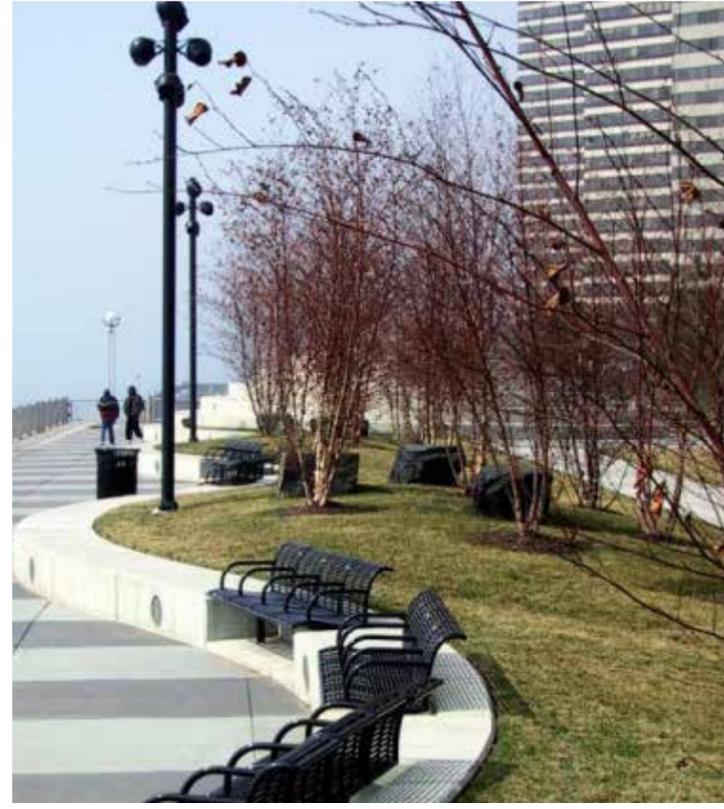
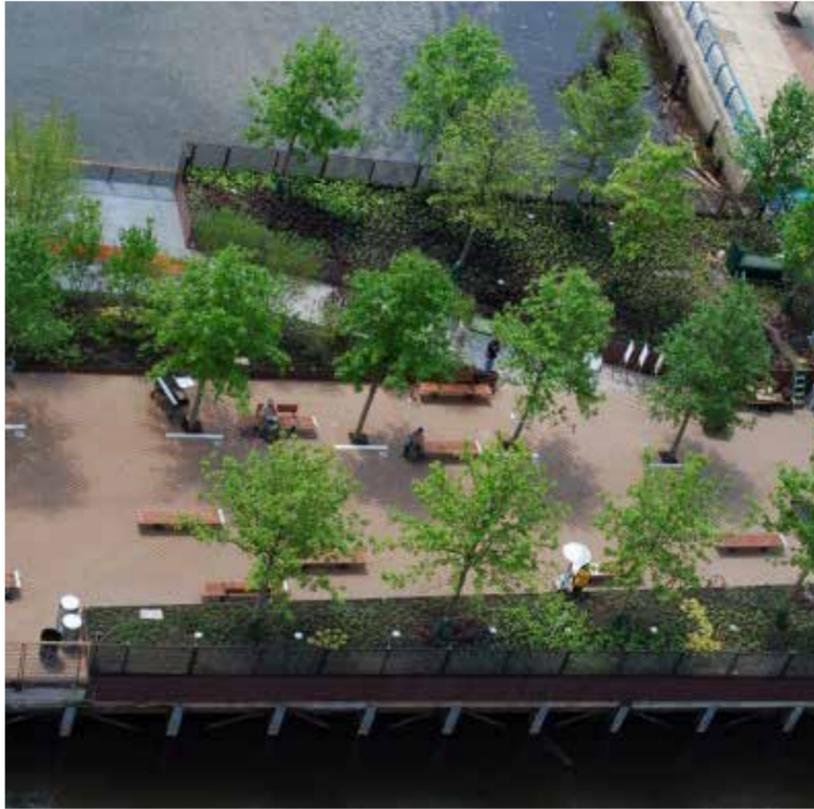


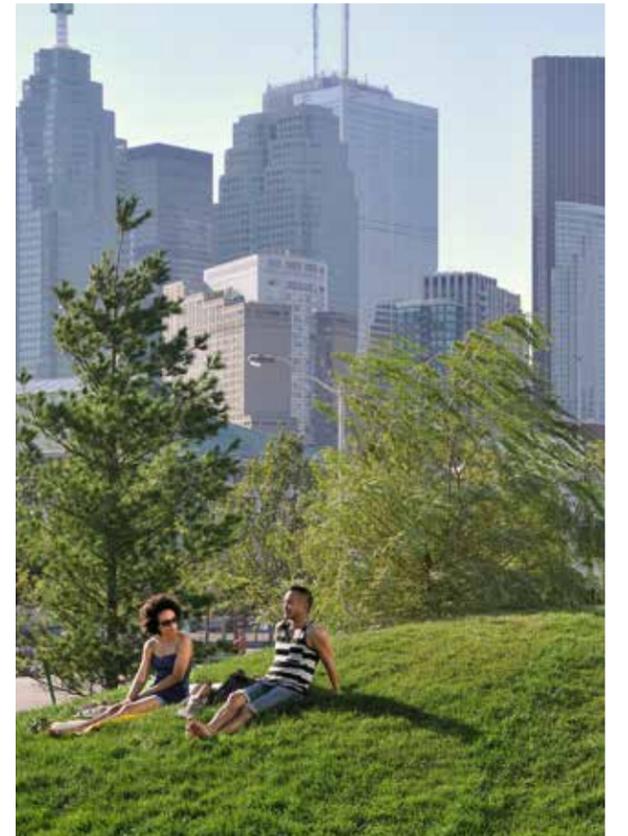
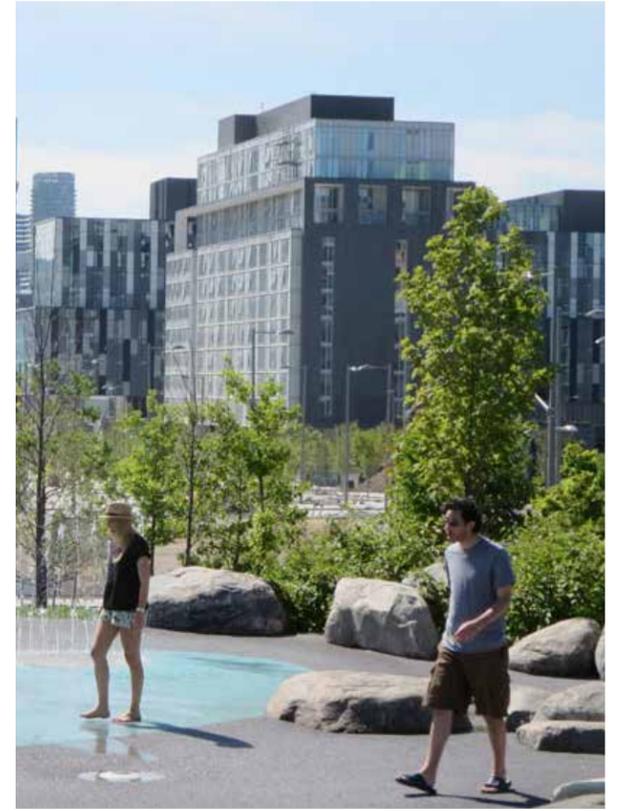


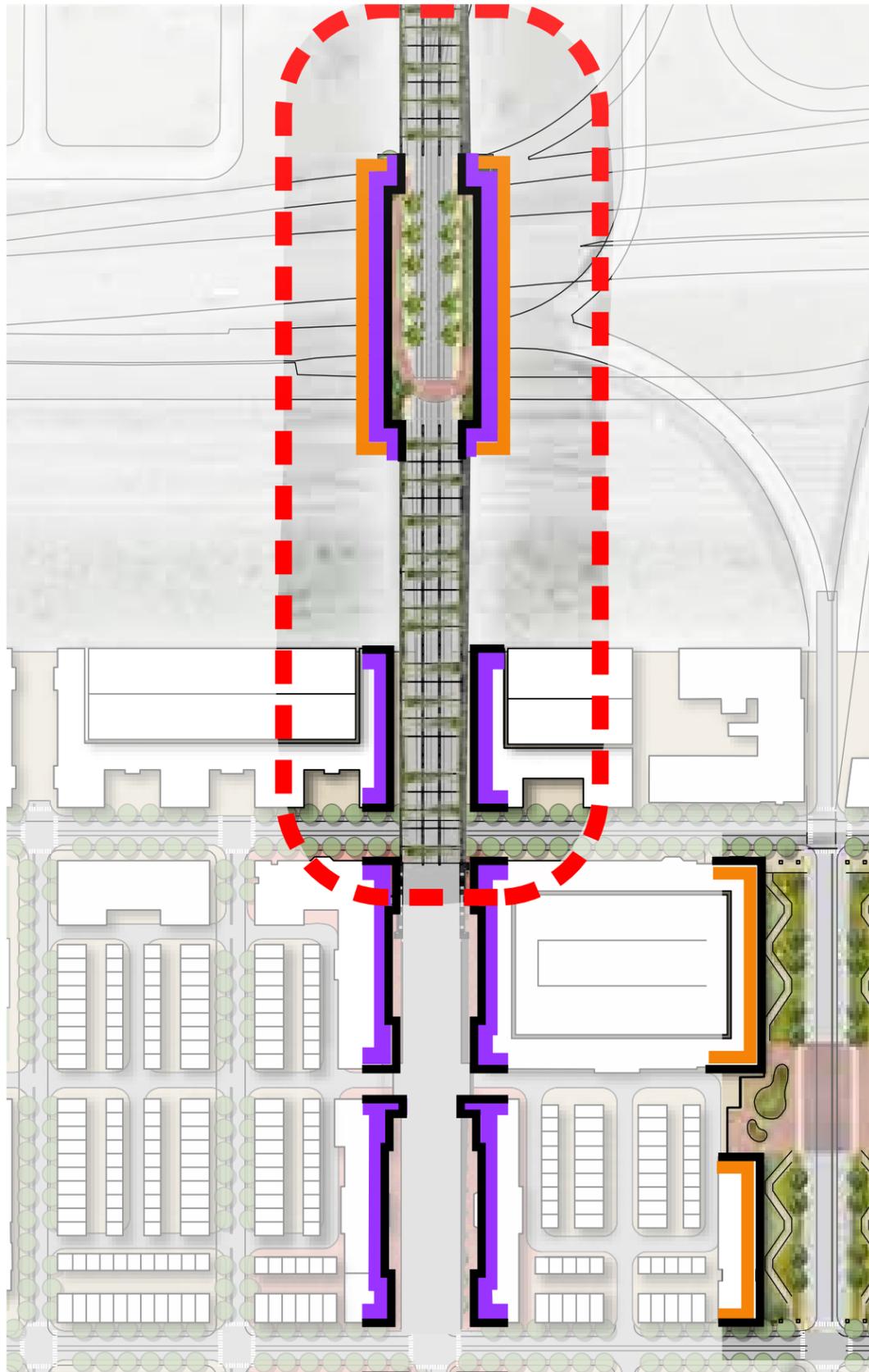


Theodore M. Berry International Friendship Park
Cincinnati, OH









GARDEN BRIDGE: THE INTRODUCTION TO THIS vision plan discussed the importance of physical connections to other neighborhoods and other parts of the region. The current state of downtown Newport News is that it is cut off from the rest of the city and region by the port, shipbuilding facility, the railroad tracks and the interstate. The only connection with the possibility of pedestrian, bicycle, and automobile access is the existing 28th Street Bridge. There are several on ramps and off ramps to the interstate. The shipbuilding facility has acres of parking lots, and though the grid continues through these lots, the immediate possibility of a pedestrian connection of any merit is very limited.

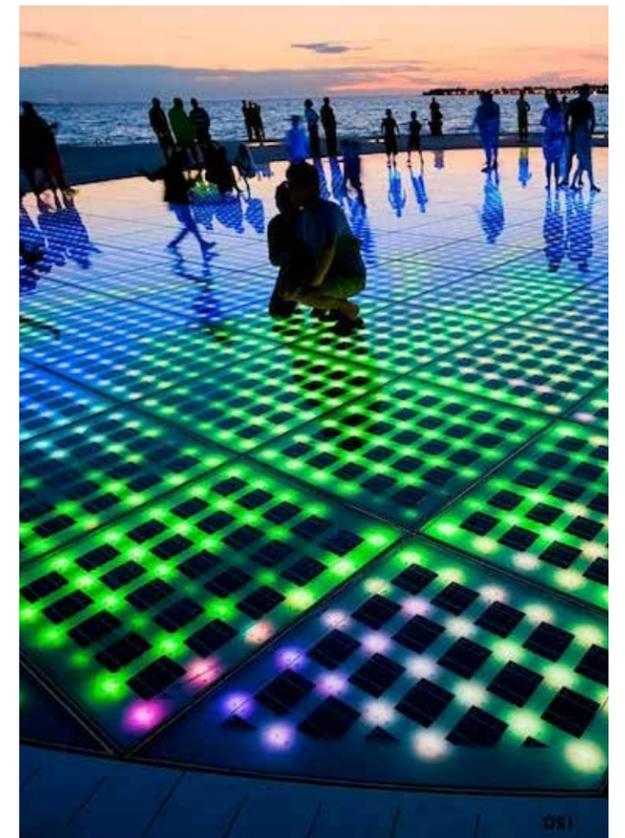
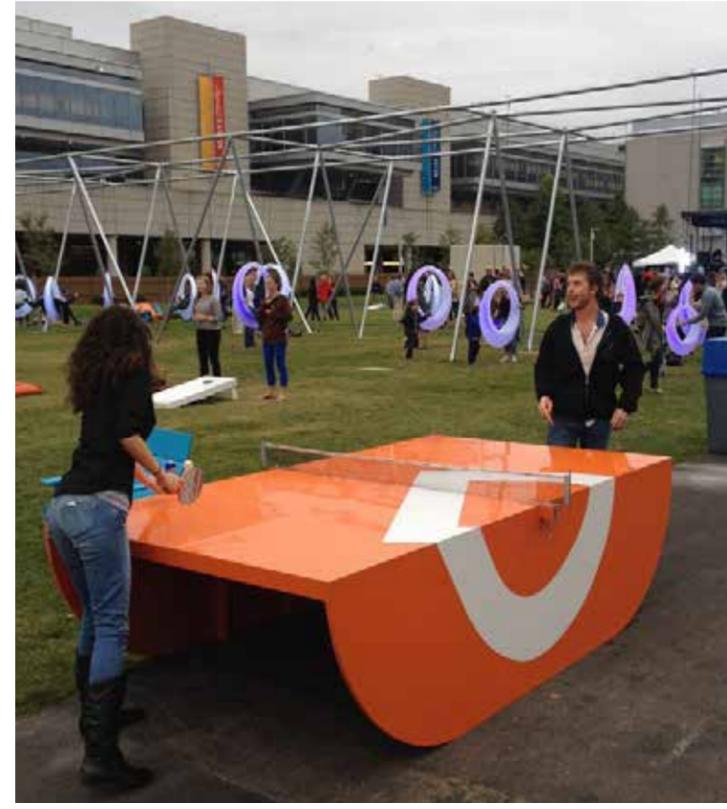
Twenty-Eighth Street emerged as the primary point of connection from downtown to the rest of the city, and to the other side of the James River. An idea evolved

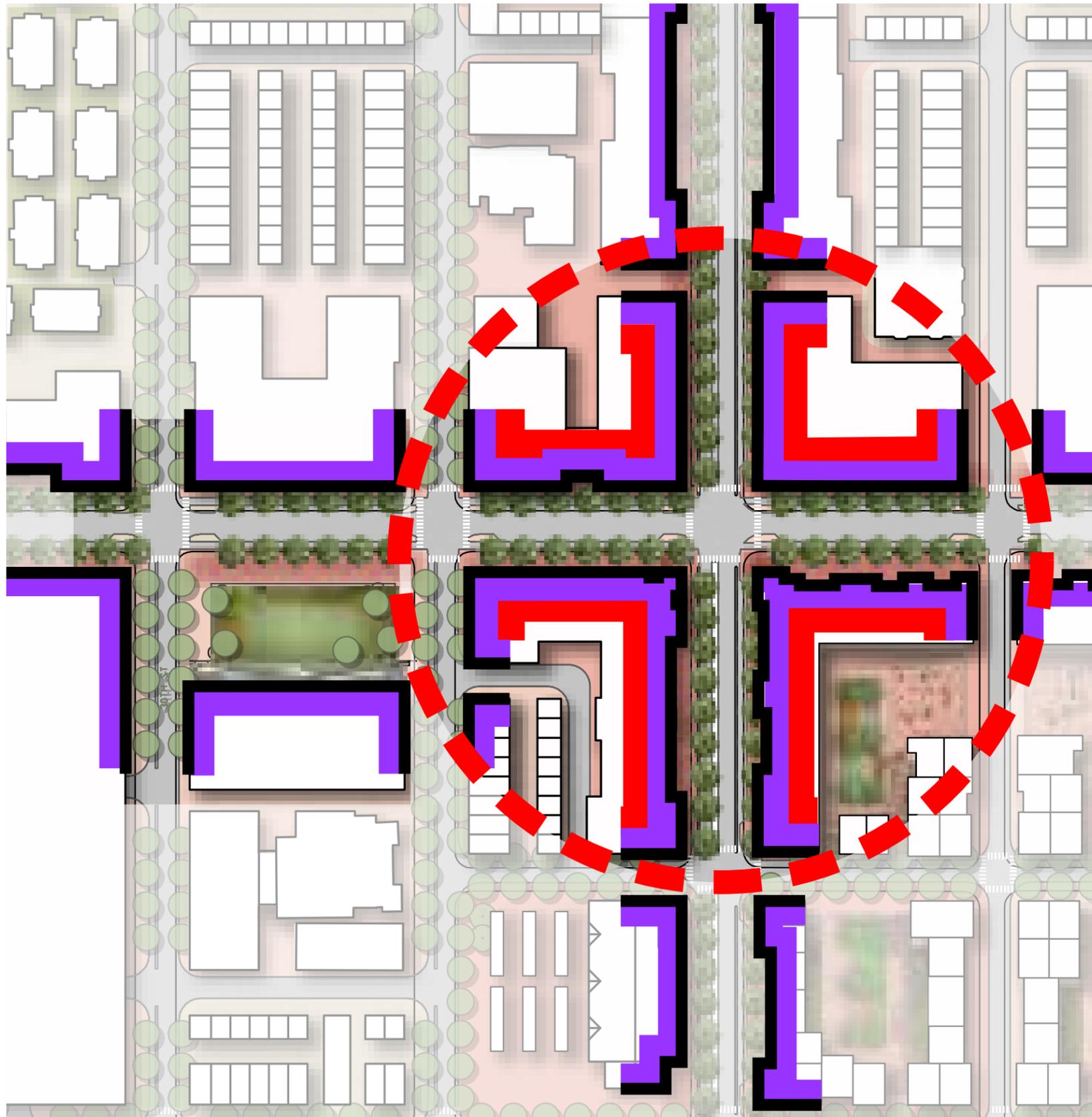
out of the design process that pointed to rethinking the existing bridge as a **multimodal bridge that can be a public park and community asset**. If the bridge itself could become a pleasant experience, despite spanning the interstate, then the lengthy connection to the neighborhoods to the north east of downtown could **itself become a destination and a beautiful urban experience to cross**, in the way the Brooklyn Bridge or the High Line are.

The Garden Bridge will consist of trusses that support plant growth, over time creating a green tunnel over the interstate and railroad tracks. In the center of the bridge the garden would open up, with an interactive ramp and observation deck, playful sculptures and water features. Additional entry points to the bridge would also help to activate it by increasing pedestrian access along its length.









MARKET GARDEN AND 28TH & WASHINGTON:

THE PRIMARY ORGANIZATIONAL SCHEME OF THIS VISION PLAN INVOLVES AN HISTORIC MAIN Street, here called Washington Avenue, and a reimagined street with two points of access into downtown Newport News, which is 28th Street. At this crossroads we find the heart of the city. Here the vision plan suggests the densest housing, the most vigorous application of mixed use architecture, and **placing the heart of the city at a symbolically important location.** From this intersection, one sees the City Hall building, the new entry arch from the ferry pier, the reimagined 28th Street Garden Bridge, and the length of Washington Avenue as it heads out of downtown to the north west.

Restaurants, cafes, and stores will line the streets, and on one corner will be the **new bicycle hub, which will be the centerpiece of a world class bicycle infrastructure.** This facility will include a bike shop, storage for bicycles inside to encourage bicycle use for commuters, and a rooftop restaurant to encourage and foster the development of a vibrant and active biking culture in Newport News.

One block away from this cross roads is a new market building. Markets have a long and proven track record of doing a few very important things. One is that they consistently become beloved symbols of the neighborhood in which they sit. Two, being public, they provide access to healthy food at a good price to neighborhoods in which a corporate grocery store might not build a store. Three, they can connect the city to the local agricultural economy, a benefit to both urban and rural communities. But most strikingly, they create a vibrancy and urban buzz like few other urban amenities can. Countless examples abound: The Eastern Market in Washington DC, the Cross Street Market in Baltimore, and most spectacularly, Pike Place Market in Seattle. These have long been engines for positive change in their respective cities.

This vision plan shows an open and airy market building with rooftop seating to encourage people to eat and to stay in the city. The large public space in front of the market could also serve as a place to have weekly farmers markets, a spot for buskers to play music, and **a primary contributor to the renaissance of downtown Newport News.**

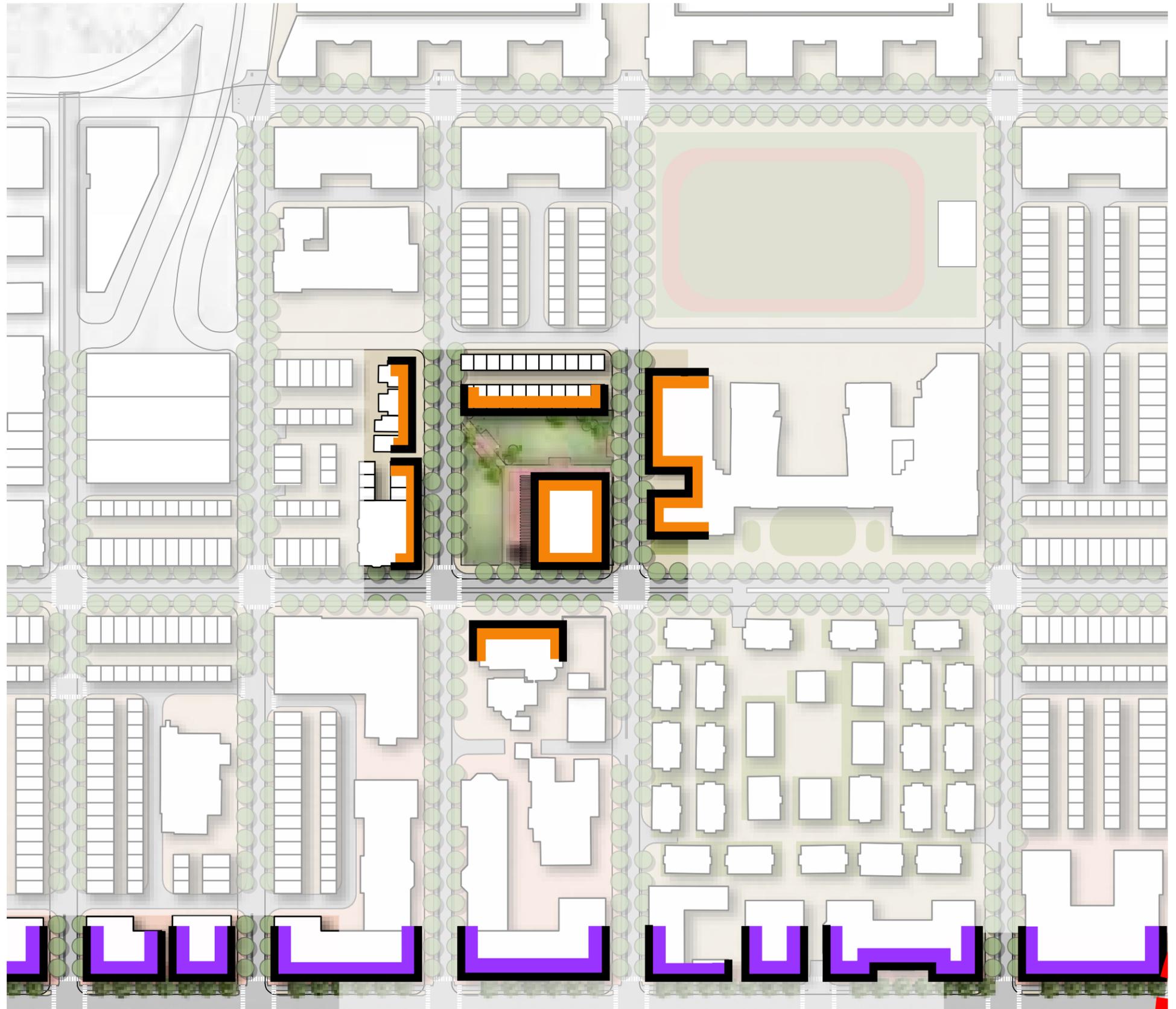


INTERFACE MULTIMEDIA

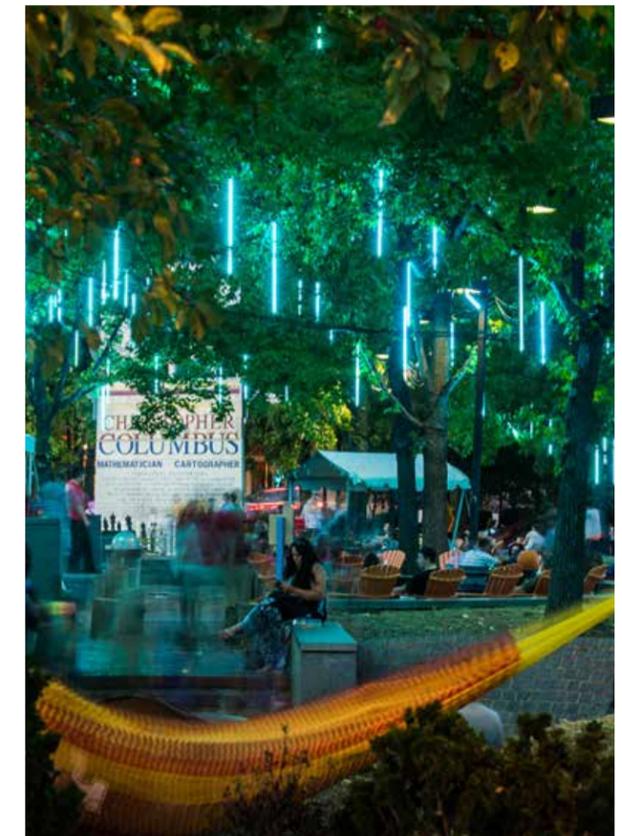
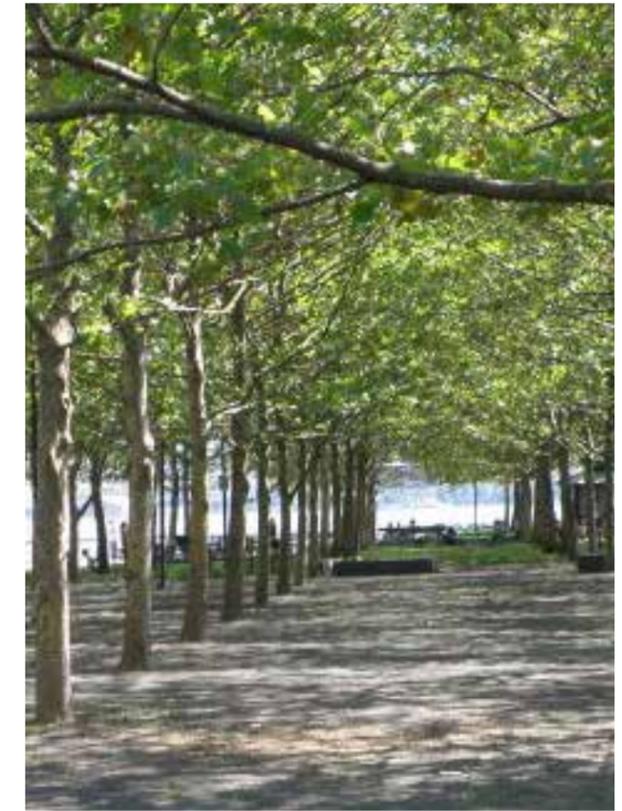
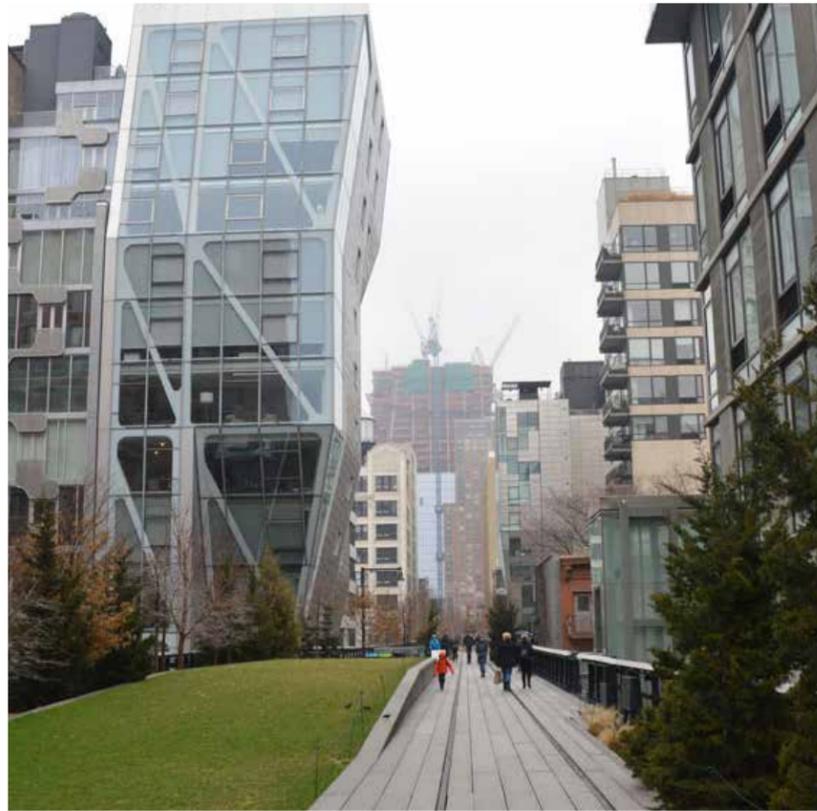


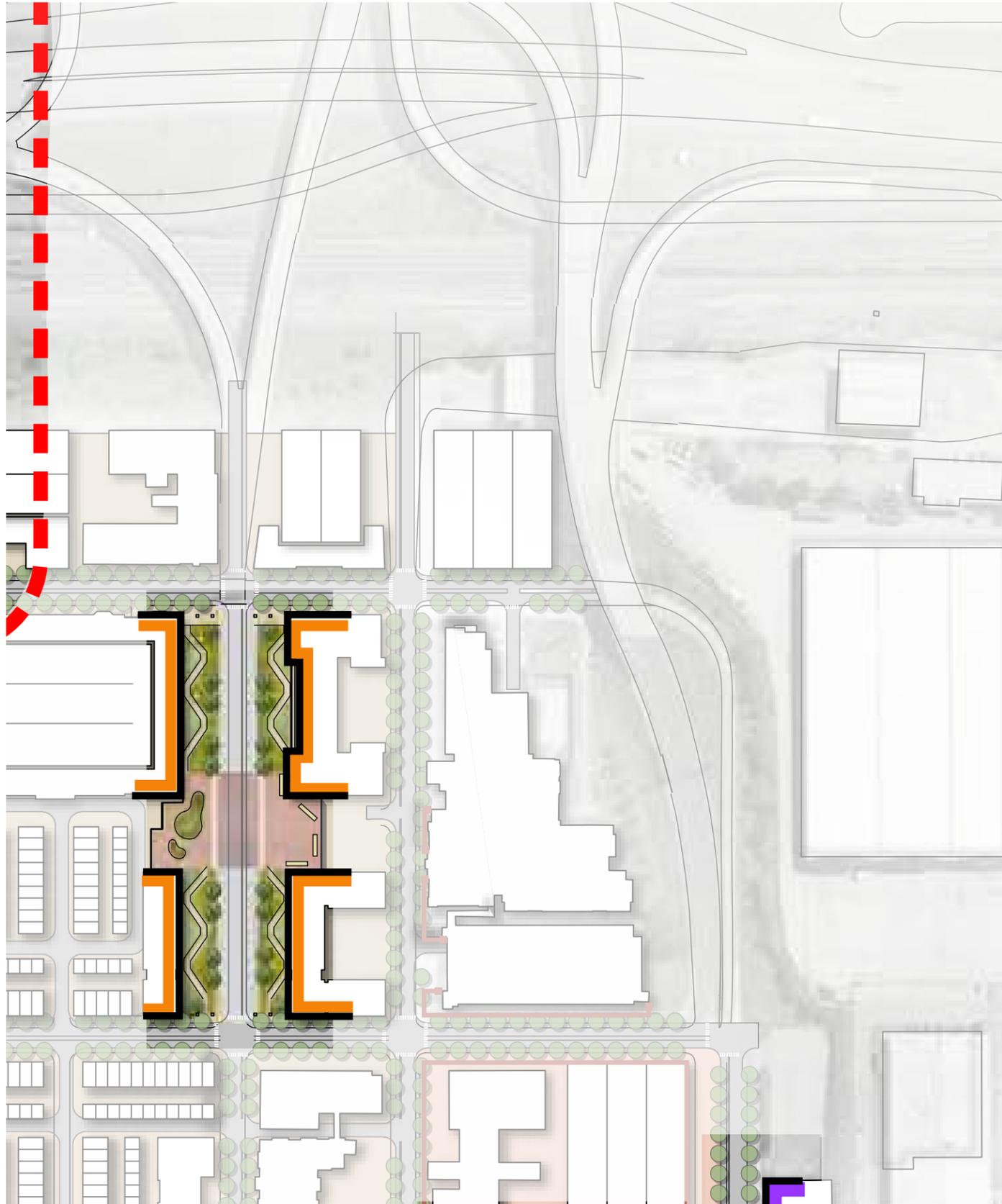
HUNTINGTON PARK: Nestled within the downtown's northeast corner, the **Huntington Park** creates a pedestrian and bike friendly green space and a respite within a village-scaled setting. As a converted park from an existing parking lot beside the Coca Cola building, the park also caters to the recreational needs for the adjoining Navy housing, the Church and Huntington Hall area. While the downtown's architecture has evolved over time, this area has a collection of strong historic building stock including the Coca Cola building, the Church and Huntington Hall - this park entwines the collection and creates a recognizable "place" and a landmark.

The park is envisioned to be a green oasis that will connect the revitalized Coca Cola building as a mixed-use event space with the proposed row houses and the enhanced streetscape of Huntington Avenue and 33rd Street. A modest outdoor extension of the Coca Cola building is proposed and together with the park, the space will provide for multi-purpose events. Public art is integrated within the park area - be it sculptures within the park or artwork and murals on the building facades. Shade trees, lighting, seating and pathways accentuate the village-like scale and environment of the park.







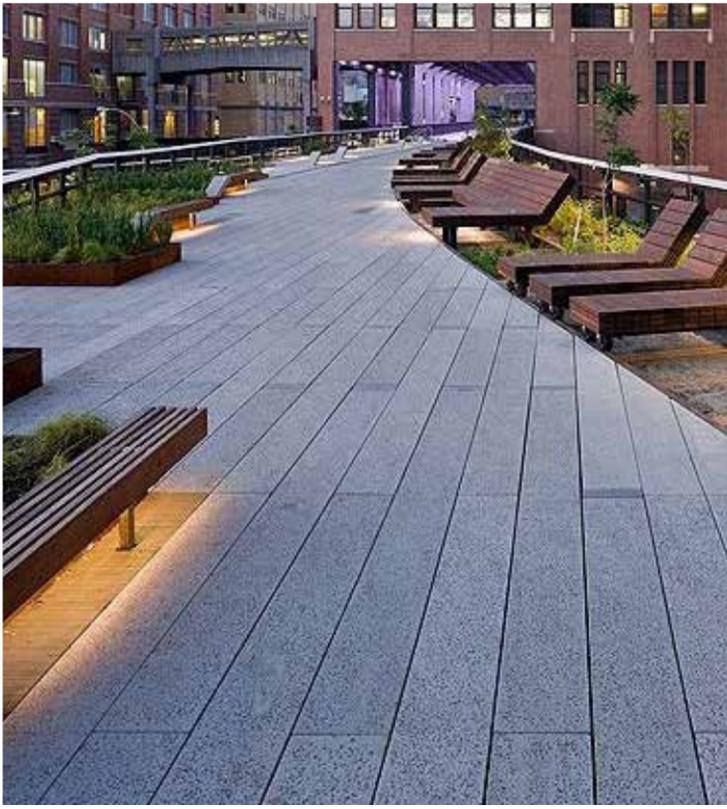


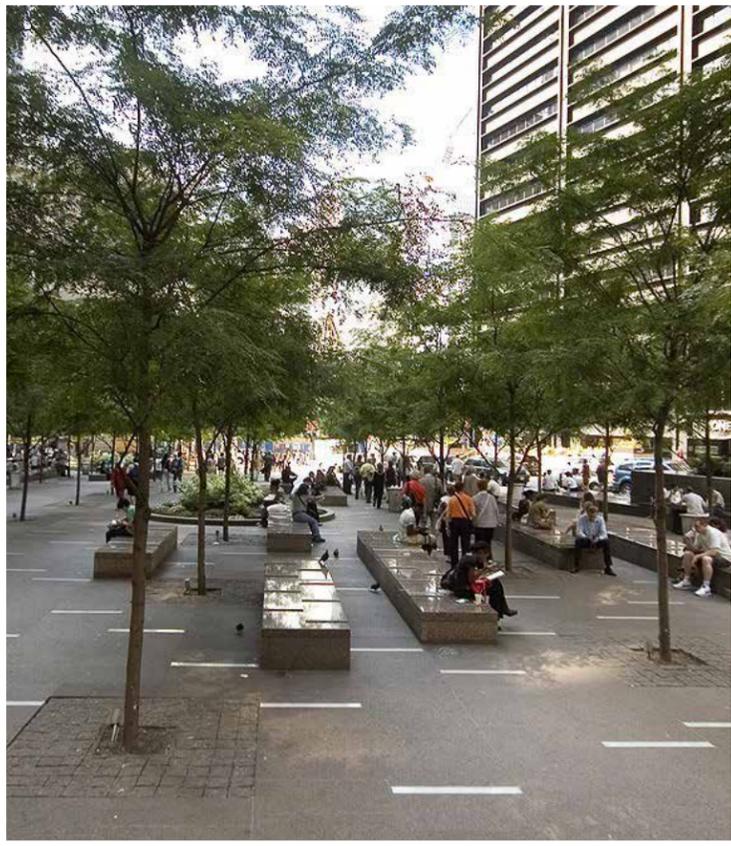
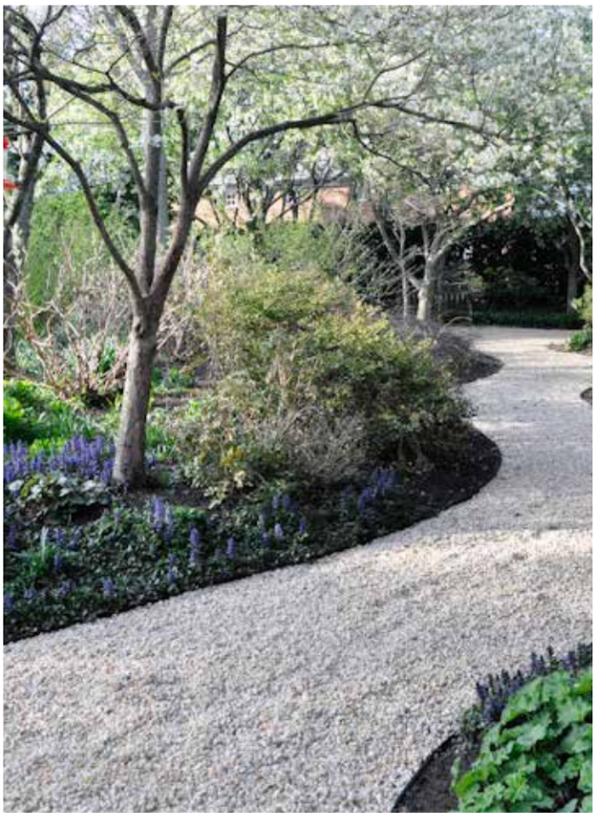
GATEWAY 26: Gateway 26: The vision for transforming downtown Newport News to an urban waterfront village pivots on how visitors and residents of the village are embraced by the downtown, specifically the gateway areas – Gateway 26 along with the Garden Bridge are envisioned as a pair of public parks and recreation destinations that will provide grand entrances into the downtown. While the Garden Bridge creates an important link between the greater residential community of Newport News from the east side of I-664 to the downtown, Gateway 26 creates a welcoming environment for residents and visitors alike. It is part of the family of green spaces, which are interspersed throughout the downtown and envisioned to create pockets of green spaces to provide for outdoor recreation and leisure amenities.

Gateway 26 consists of two separate linear parks, each with two sets of ramps and an elevated plaza on both sides of the 26th Street – the ramps meet Warwick Boulevard and Huntington Avenue at grade and each one of them slopes up to the middle section to create the elevated public plaza area. Together, the linear parks create a loop that changes levels and creates interesting places. Pedestrian paths zigzag at the ramps thereby

creating clusters of intimate spaces for exploration of variety of planting areas with informational plaques, public art in the form of murals, rotating sculptures, etc. with seating opportunities for quiet relaxation. The elevated plaza areas on both sides of 26th Street are envisioned as places of respite and semi-active programming including sculptural light elements, mounds, interactive play equipment etc. to attract visitors of varied age groups. Enclosed on the sides by the buildings and the landscaped walls of 26th Street, the plazas will provide a place for enjoying the surrounding beauty of urban village architecture. The area will also provide great vantage points with great views towards downtown with a terminating vista of the bandshell at the James River Stand. The elevated plazas on both sides of 26th Street are connected by string of lights and different material textures – it will enhance the aesthetic treatment for the area and visually connect the linear park pairs thereby creating a welcoming effect along the 26th Street ramp.

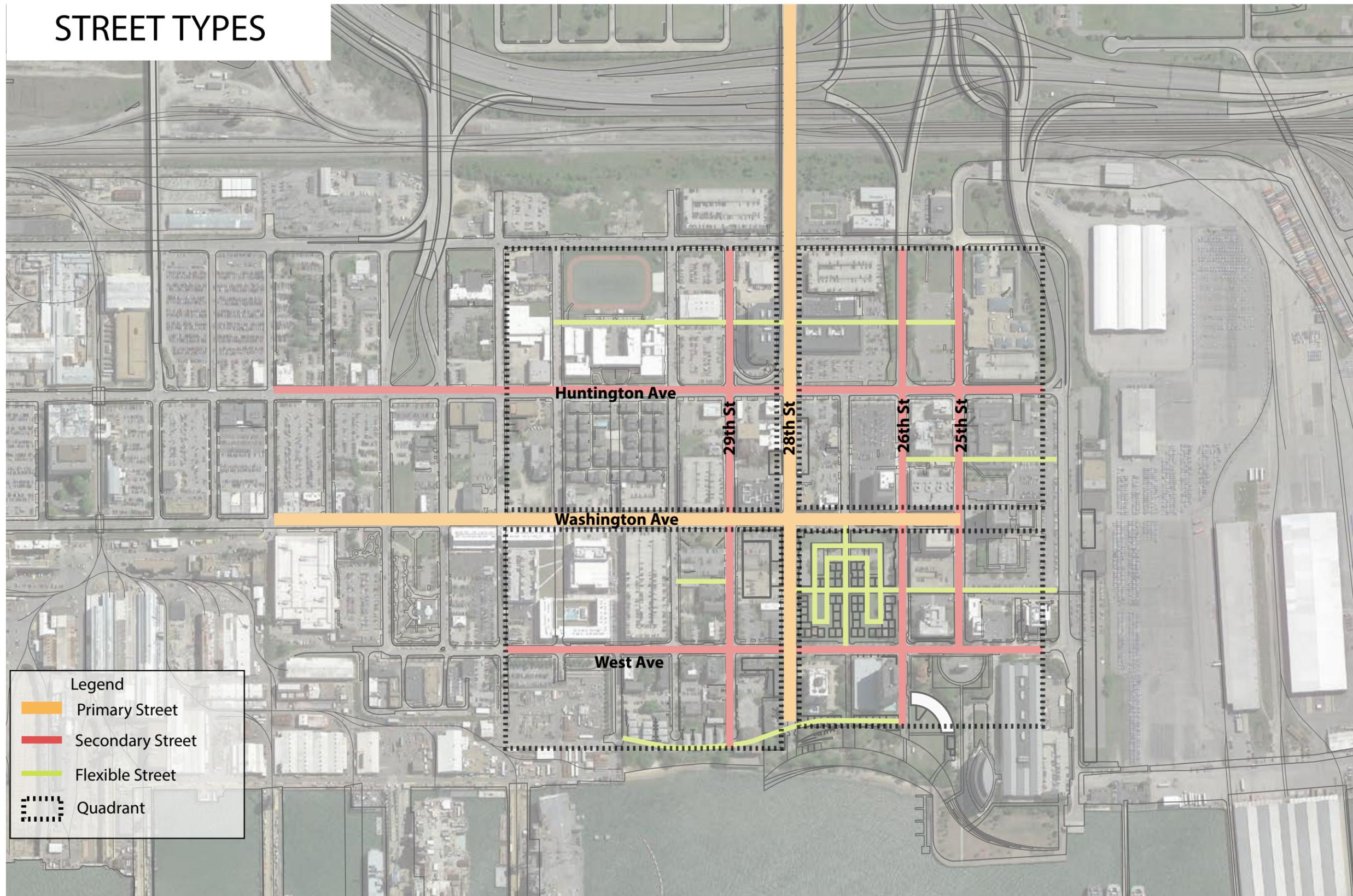




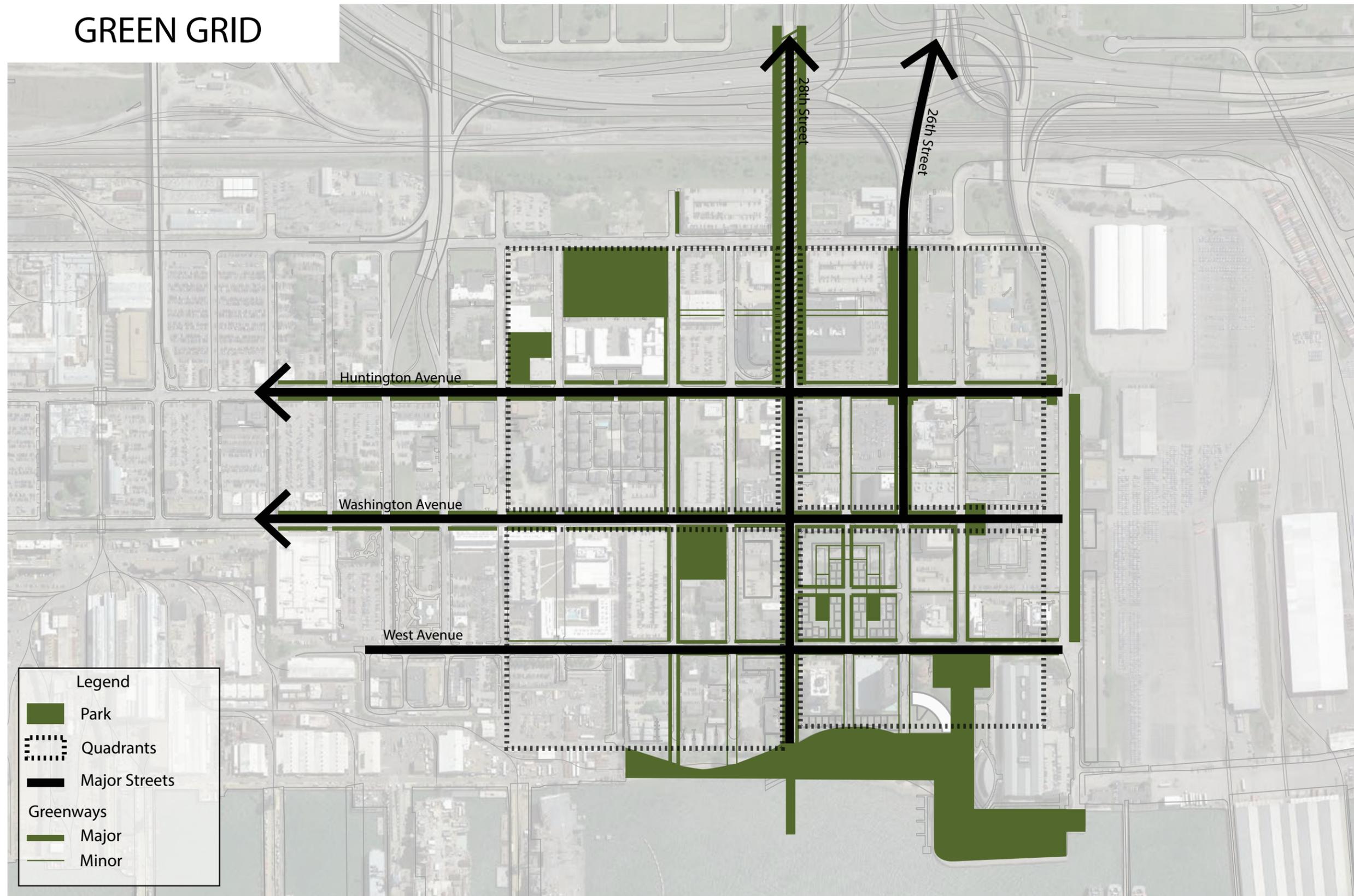


STREETSCAPE

STREET TYPES



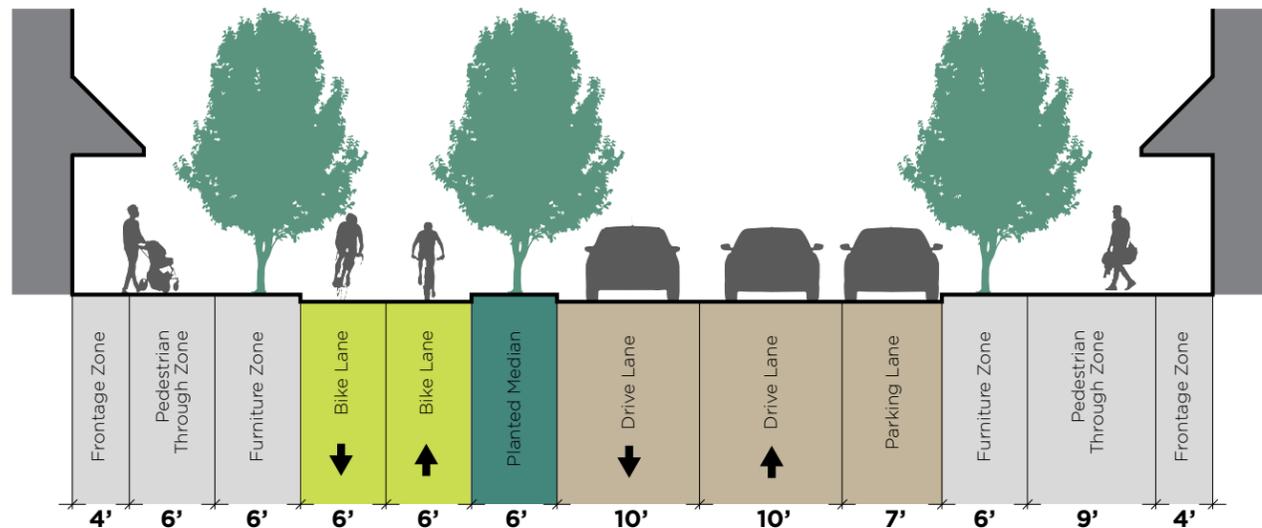
GREEN GRID



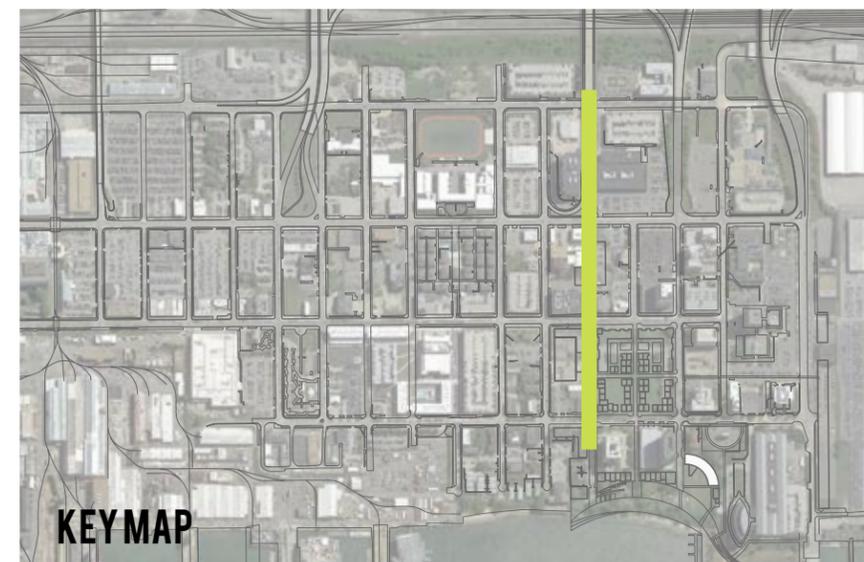
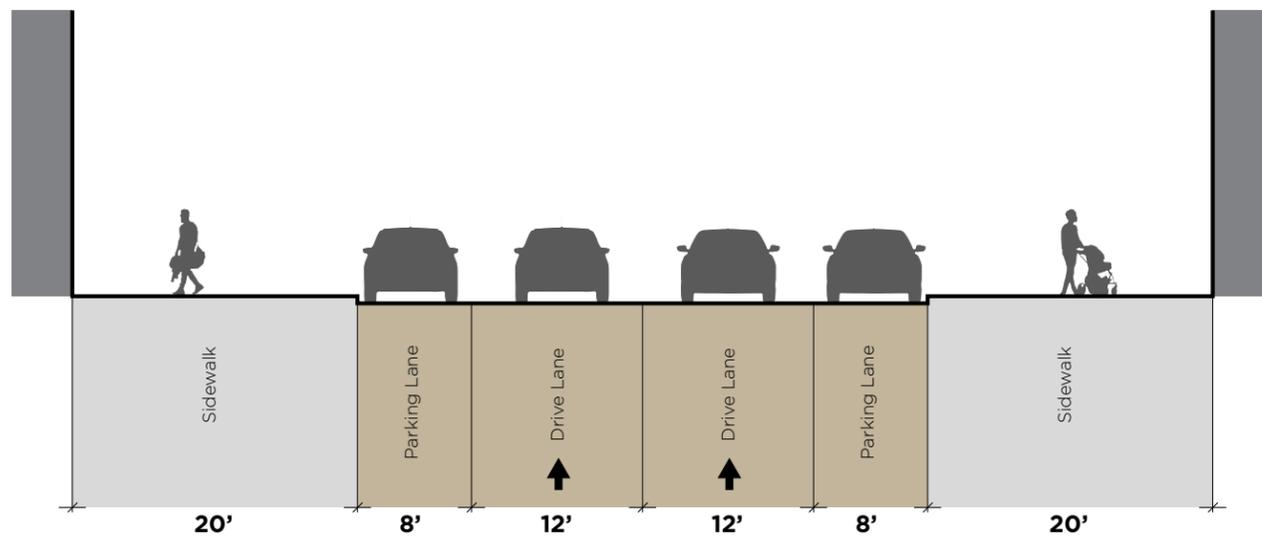
28TH STREET

1. Parking lane removal
2. Narrowed lanes
3. Buffered two-way cycle track
4. Planted median
5. Added tree canopy and green infrastructure

28th St | Option 2 | 80' R.O.W.



28th St | CURRENT | 80' R.O.W.



WASHINGTON AVENUE

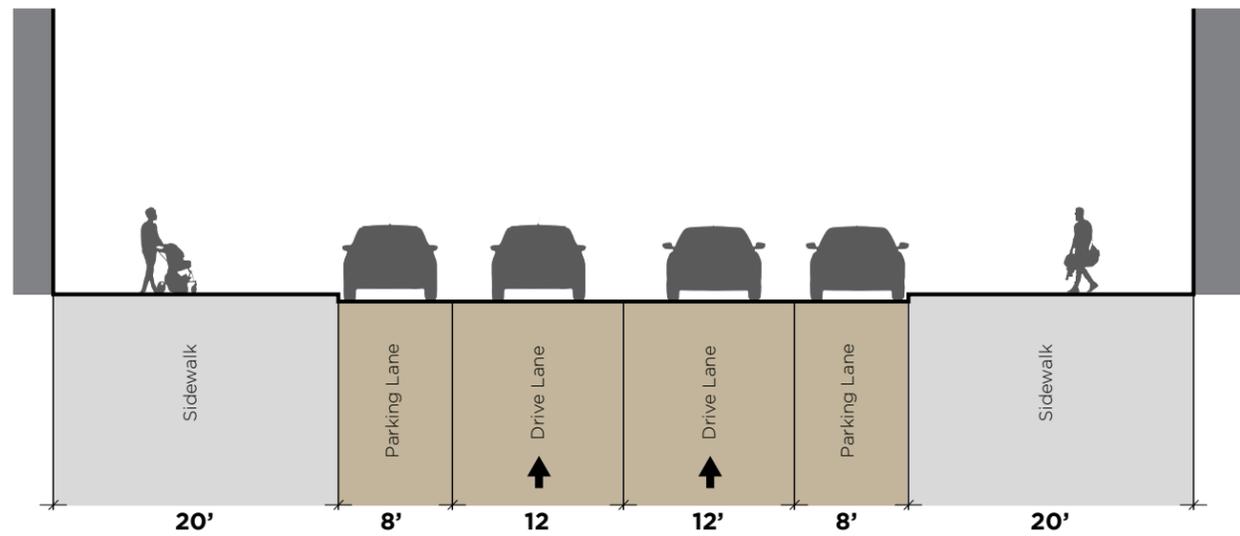
PRIMARY STREET

Washington Ave | OPTION 3 | 80' R.O.W.



1. Planted tree pits
2. Two one-way cycle tracks
3. Added green infrastructure and tree canopy
4. No parking lane removal

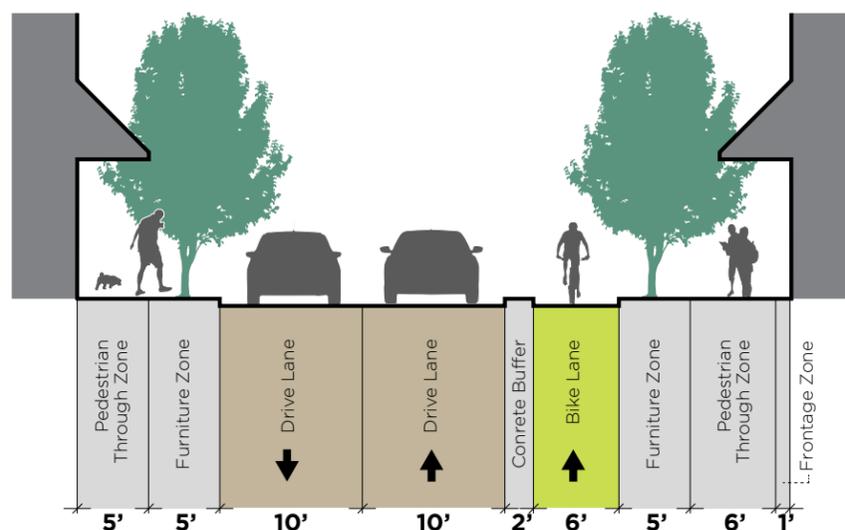
Washington Ave | CURRENT | 80' R.O.W.



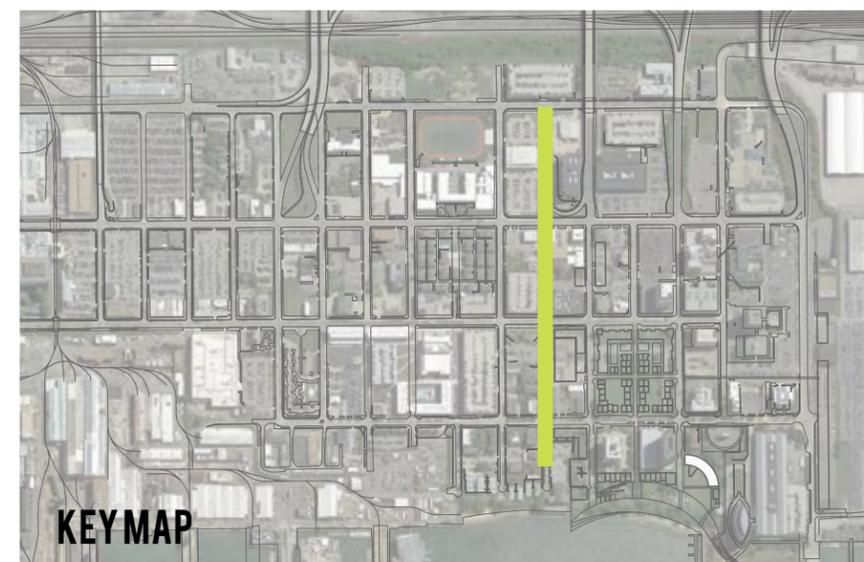
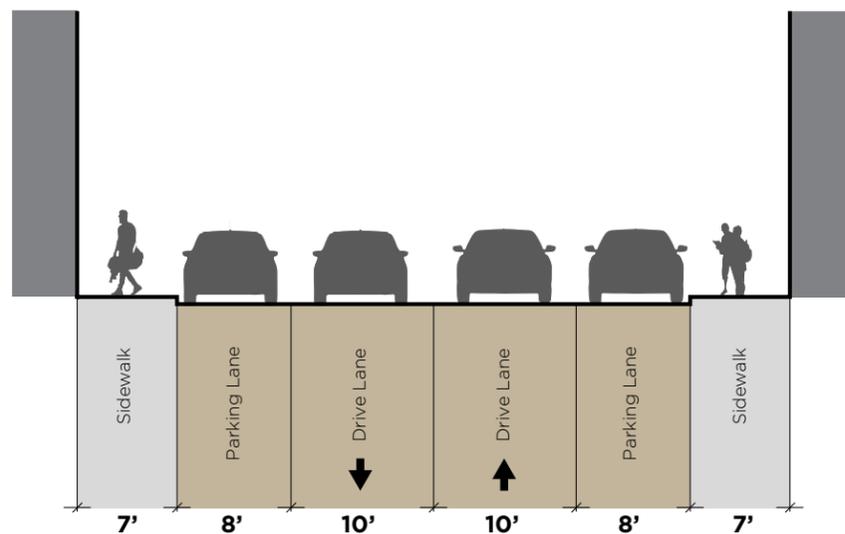
29TH STREET

1. Removal of parking lanes
2. Widened sidewalks
3. Added tree canopy and green infrastructure
4. Buffered one-way cycle track

29th Street | OPTION 1 | 50' R.O.W.



29th Street | CURRENT | 50' R.O.W.

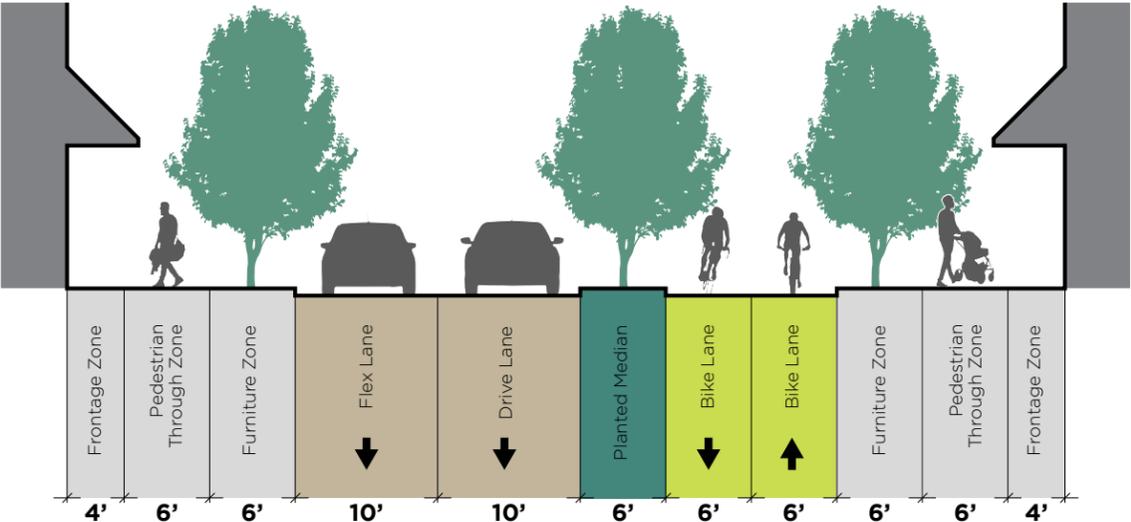


SECONDARY STREET

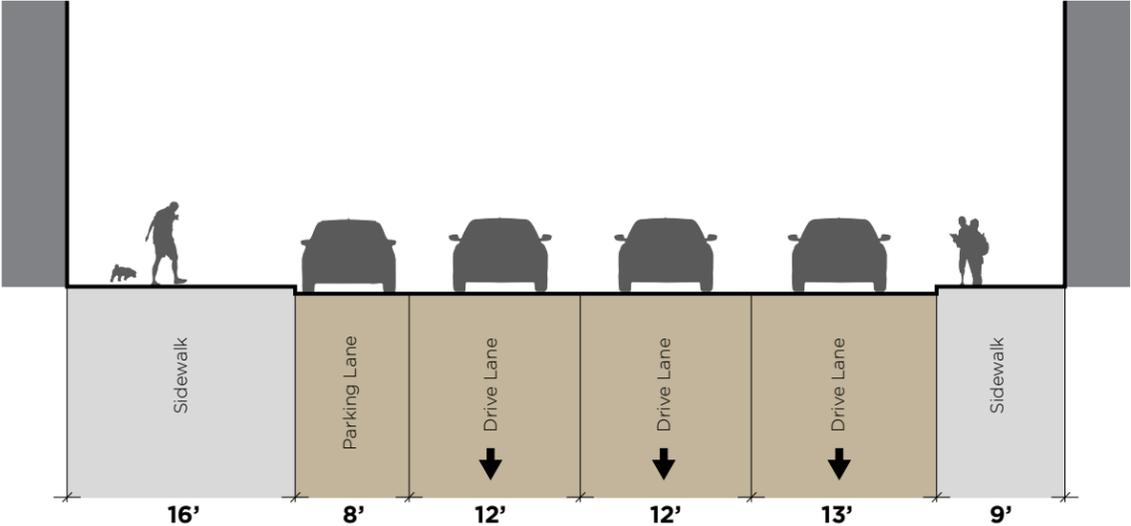
HUNTINGTON AVENUE

- 1. Maintained as one-way street
- 2. Buffered two-way cycle track
- 3. Planted median
- 4. Added tree canopy and green infrastructure
- 5. Widened sidewalks

HUNTINGTON AVENUE | OPTION 1 | 70' R.O.W.



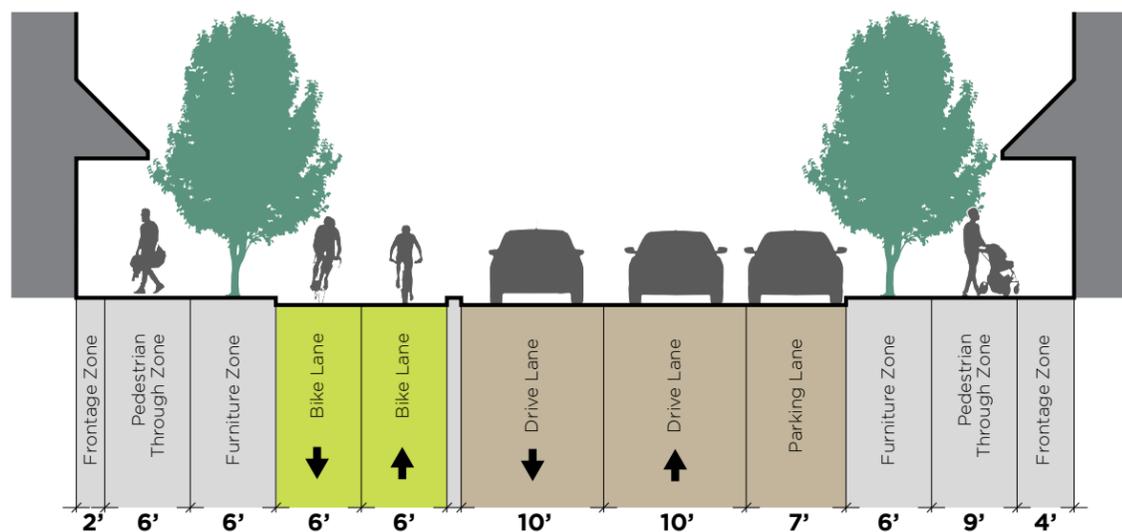
HUNTINGTON AVENUE | CURRENT | 70' R.O.W.



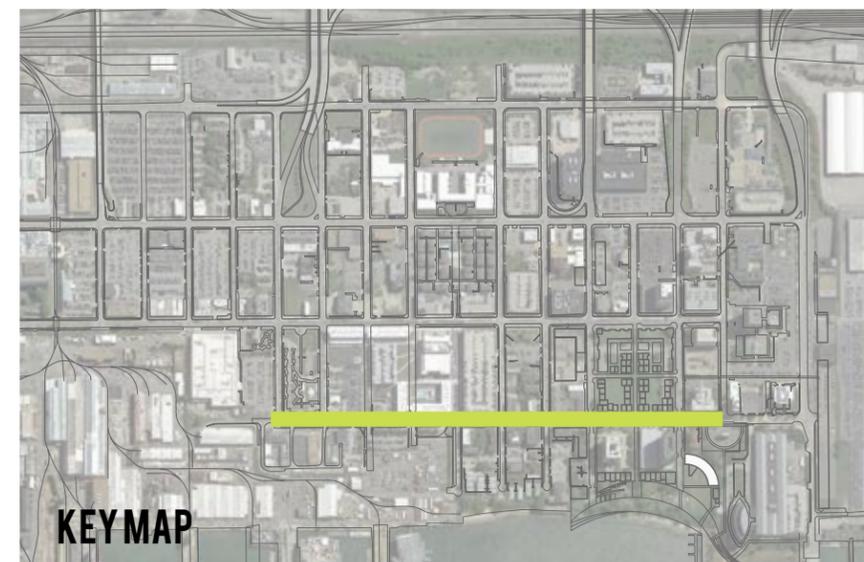
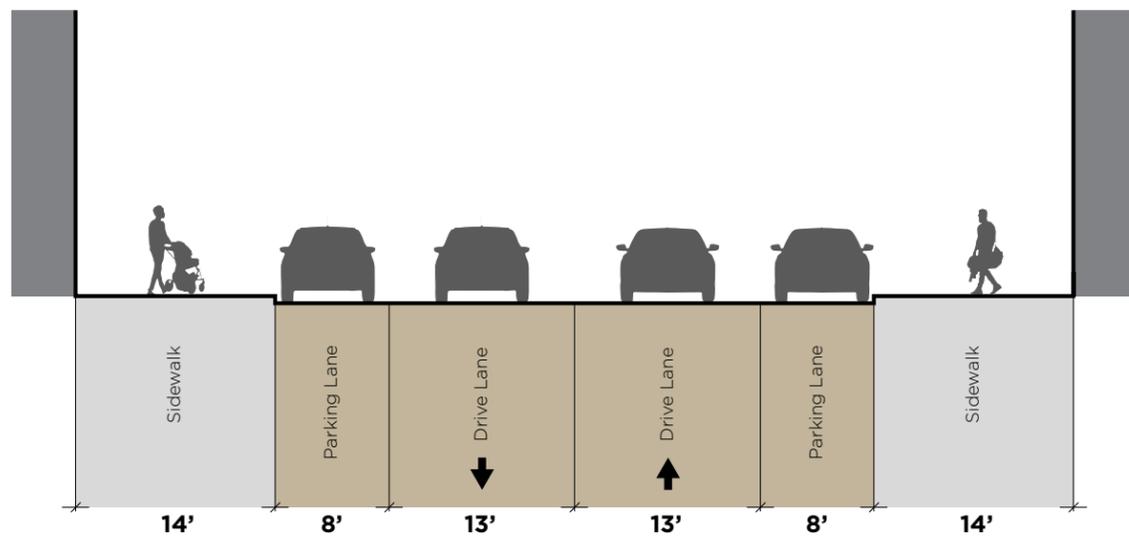
WEST AVENUE

1. Buffered two-way cycle track
2. Removal of one parking lane
3. Added tree canopy and green infrastructure
4. Widened sidewalks

West Ave | Option 2 | 70' R.O.W.



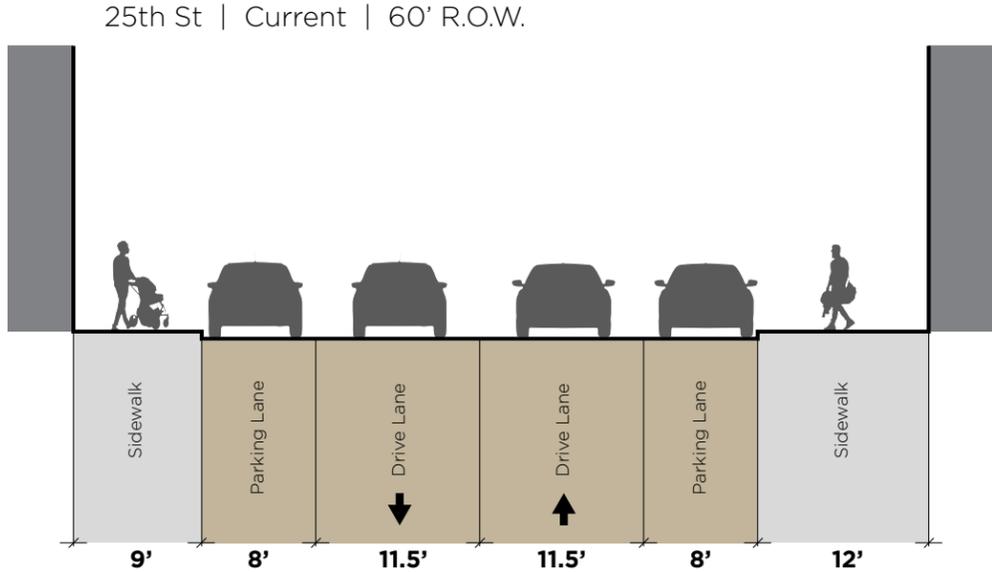
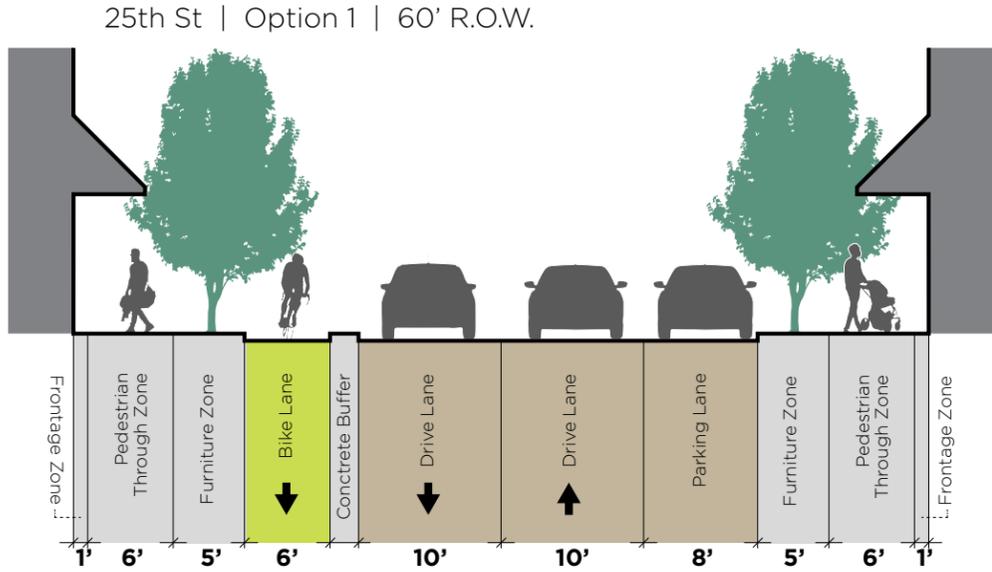
West Ave | CURRENT | 70' R.O.W.



25TH STREET

- 1. Parking lane removed
- 2. Buffered one-way cycle track
- 3. Widened sidewalks
- 4. Added tree canopy and green infrastructure

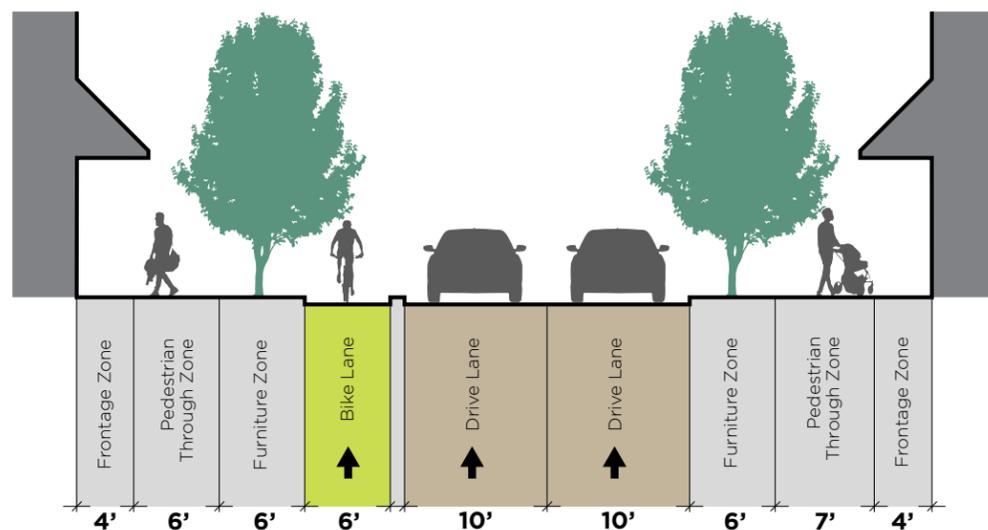
SECONDARY STREET



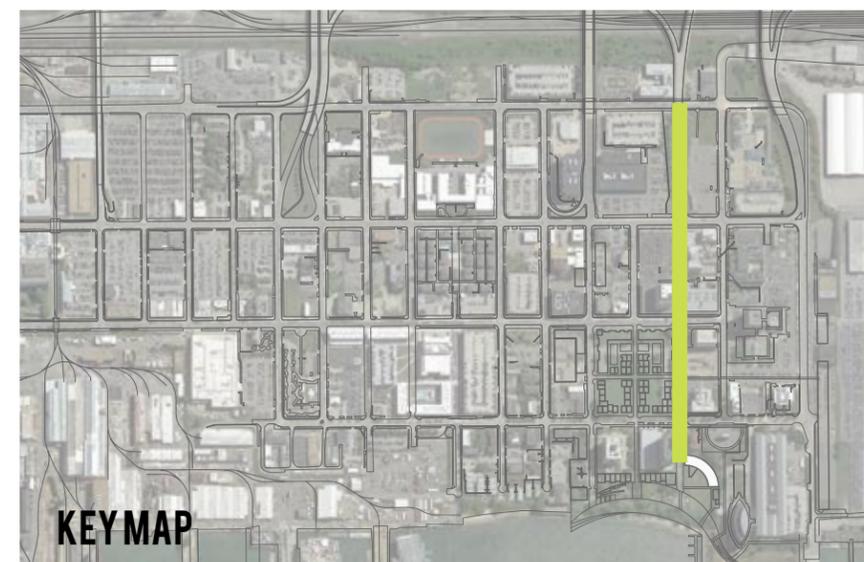
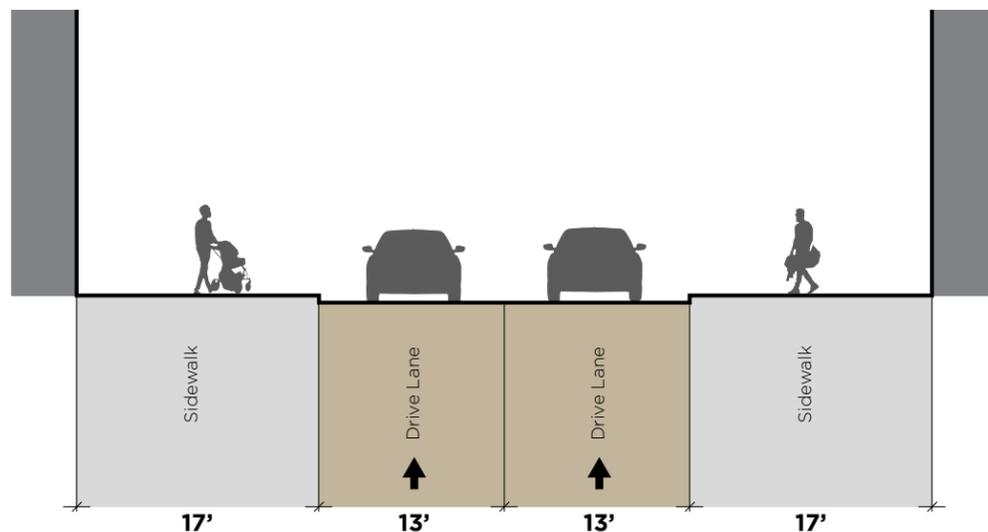
26TH STREET

1. Lanes narrowed
2. No parking lanes removed
3. Buffered one-way cycle track
4. Designed to slow traffic
5. Added tree canopy and green infrastructure

26th St | Option 1 | 60' R.O.W.

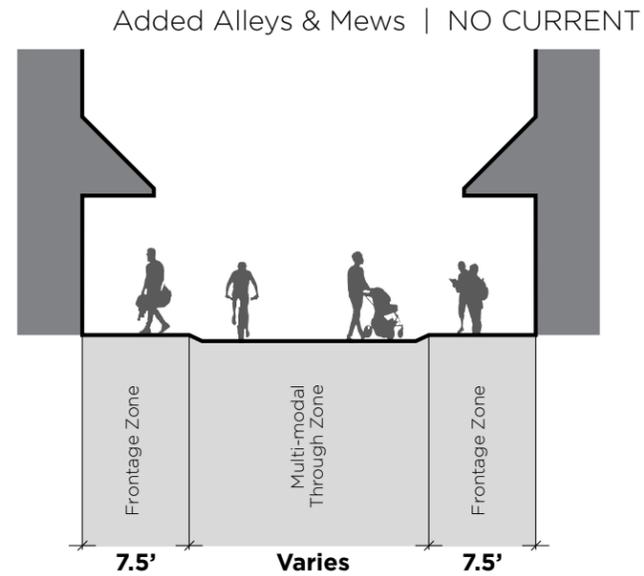


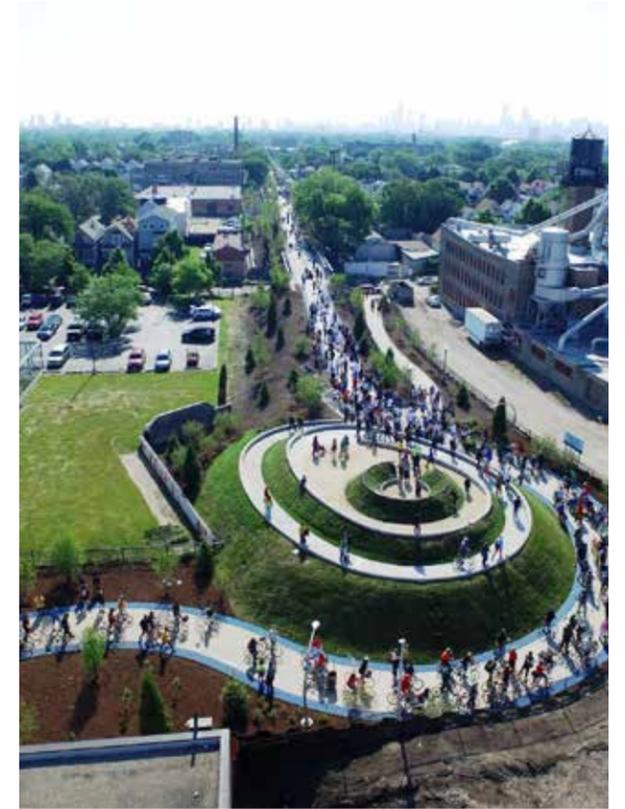
26th St | CURRENT | 60' R.O.W.



ADDED ALLEYS & MEWS

1. Limited vehicular traffic
2. Pedestrian dominated streets
3. Small scale
4. Interior block circulation
5. Flexible programming
6. At least 20' wide multi-modal through zone







CITY OF NEWPORT NEWS

**2016 Community Survey
Final Report**

July 2016



Prepared by:

**Glen D. Coats, Project Director
Continental Research Associates, Inc.
757-489-4887**

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**Chapter One:
Executive Summary &
Procedural Information**

Background

The 2016 Newport News Community Survey was conducted by Continental Research Associates, Inc., a full-service marketing research firm in Hampton Roads. Representing the City of Newport News, the project was coordinated by Telly C. Whitfield, Ph.D., Assistant to the City Manager.

Prior surveys had been conducted for Newport News, often associated with the comprehensive planning process. The most recent survey was done in 2013. The 2016 study included all new questions and was designed to measure residents' satisfaction with City services and certain quality of life attributes. It is intended to serve as a tracking tool that will help the City monitor outcome and performance goals. After capturing the 2016 baseline data, future trend analyses will help guide planning and decisionmaking.

Centrally located in the Hampton Roads metropolitan area, Newport News has about 182,000 residents. Situated along the James River where the river meets the Chesapeake Bay, Newport News residents enjoy a pleasant quality of life. The city has 36 parks, including the beautiful 7,700 acre Newport News Park. Residents have a wide selection of retail shopping opportunities and many, many restaurants. Newport News also has numerous museums and historic sites, a public art program, performances at The Ferguson Center, cultural arts activities, and various community events including the very successful "One City Marathon." Among the city's major industries are shipbuilding, the military, aerospace, healthcare, and Ferguson Enterprises, one of the largest plumbing wholesalers in the U.S.*

The City's FY17 total budget represents approximately \$858 million in expenditures and includes a City operating budget of \$479 million. As an independent city in Virginia (i.e., not within a county), Newport News provides a complete array of comprehensive services to its residents. One revenue item most residents can relate to is the real estate tax. The current real estate tax rate is \$1.22 per \$100 of assessed value, and it has not changed since 2014.* While the majority of residents do feel they receive a good value for their tax dollar, Newport News experiences the typical challenges related to roads, traffic, schools, public safety, and areas in need of re-development.

Newport News City leaders recently began using an outcome-based performance measurement framework for their budgeting process. This emphasizes the development of high-level outcome measures that focus on "why" services are performed, rather than "how" those services are performed. These outcome measures focus on the results as demonstrated in the community.* To provide data for use in assessing outcomes, several questions were added to the 2016 Community Survey.

This survey research project was designed to identify whether community expectations in terms of City services are being met. In order to provide services that taxpayers will appreciate and that enhance one's quality of life, a detailed 73-item questionnaire was crafted for 2016. A three-phase methodology was used: a) mailed postcards inviting randomly-selected residents to participate online, b) follow-up phone surveys with those who did not complete the online survey, and c) a cell phone sample to augment the landlines and ensure broad participation. Eight hundred randomly-selected Newport News residents were interviewed over a six-week period beginning May 14, 2016. The sample of 800 randomly-selected residents provides an extremely favorable Margin of Error (the max. is $\pm 3.46\%$) and represents the community well. This report displays the 2016 survey results.

* Source: Newport News Website

Methodology

At a Glance

- This study was commissioned by City of Newport News and coordinated by the City Manager's Office.
- The project was performed by Continental Research Associates, Inc. of Norfolk, VA.
- This questionnaire was developed in 2016 and intended to be a benchmark for future tracking surveys.
- The survey instrument was fully pre-tested prior to use.
- 3,000 invitation post-cards were sent to randomly-selected households (8% were undeliverable).
- The 21-minute survey with randomly-selected residents included both landlines and cell phones. Some residents participated online.
- Once the target households were randomly selected, no fewer than six attempts were made to reach each person.
- The phone surveys were administered by professional interviewers over a six-week period beginning May 14th.
- Using CATI technology, the phone contacts were made in the evening, Sunday through Thursday. A supervisor electronically monitored the calls and observed the entry of responses.
- The 800 completed surveys were analyzed using IBM statistical software (SPSS).
- This report displays the "main results" of the 2016 Newport News Community Survey. A separate document includes the more detailed crosstabulations.

This 2016 Newport News Community Survey was performed by Continental Research Associates, Inc. A total of 800 randomly-selected residents were interviewed by Internet, landline or cell phone over a six-week period beginning May 14th. The purpose of the study was to learn how people feel about living in Newport News and evaluate the many services provided by the City.

~ ~ Questionnaire Design ~ ~

After being chosen as the vendor, Continental Research met with City representatives to review the objectives for this study. A new questionnaire was to be developed that would not be similar to prior surveys (which were done in conjunction with the Comprehensive Plan). After soliciting department-level input in March, ten drafts of the survey questionnaire were presented to the City over an 8-week period. The instrument was circulated within the City for comments and was approved on May 11th. The final questionnaire included 73 items.

Two survey versions were created: one for online use and another for phone administration. For the phone surveys, an initial screening section was added to verify that each participant was an adult head of household, eliminate businesses, and verify that the respondent lived in Newport News.

While most survey questions had fixed answer choices, the survey instrument did include several open-ended questions. Those responses were recorded verbatim and grouped, categorized, and coded at the conclusion of data collection.

The survey contained a series of 51 satisfaction ratings for City services and attributes (including several overall satisfaction ratings). The respondent was also asked to agree or disagree with three statements about current issues. Since attitudes are influenced by many things (e.g., news coverage, the economy, friends), each person was encouraged to share his opinion, even absent firsthand experience with a service.

So analysts could compare the responses of those who had used a given service with those who had not, five Yes-No questions were added reflecting the use of several services. Residents were also asked how they would typically get information about City services, projects, and meetings, along with a variety of demographic questions. The survey form can be found in the Appendix of this report.

Methodology (cont'd)

~ ~ Questionnaire Design (cont'd) ~ ~

The draft questionnaire was pre-tested on a sub-sample of 38 Newport News households by Continental's senior staff members. The purpose of the pre-test process was to identify any wording, sequence, or format changes that could improve the survey. Only minor changes were made as a result of the pre-test. The final version of the questionnaire took an average of 21 minutes to complete. While this is quite lengthy, most residents became quickly involved in the survey and were willing to share their time.

~ ~ The Sample Frames ~ ~

To adequately represent the residents of Newport News, the sample frame included 3,000 residential addresses, their respective phone numbers, and a separate sample of cell phone numbers. The sample frames were purchased from two very reputable vendors: Alesco and Survey Sampling International. Large postcards were prepared with personalized "passwords," inviting each randomly selected resident to visit the online survey. Phone follow-ups were to be done with those not responding to the post-card invitation.

Due to an increasing segment of residents who live in *cell-phone-only* households, the sample was also augmented with 39% cell phone numbers. While list vendors know that each cell phone had been purchased from a retailer in Newport News, some customers naturally resided in adjacent cities and had to be eliminated. Ultimately, just over 35% of the surveys were completed by cell phone.

The phone lists were screened to eliminate businesses and non-working numbers. Using Computer-Assisted Telephone Interviewing (CATI) software, a sample management system tracked each attempted phone call to ensure varied re-dials for those not initially at home. To ensure that the final sample would be geographically representative, firm quotas were set for each Zip Code.

~ ~ Data Collection ~ ~

After the pre-test was completed, the Senior Project Director held a lengthy briefing session (on May 14th). A team of seven highly-skilled, staff phone interviewers were assigned to the study. All had worked on similar municipal surveys, and all were familiar with Newport News. Each interviewer had extensive training. Three were bilingual (Tagalog, Spanish, and French), although language barriers were not an issue during this study. The Senior Project Director presented detailed instructions on how to administer the questionnaire. Role-playing exercises were used to practice the proper pace for conducting the interview, and various types of probes were discussed.

The phone calls originated from the Continental Research offices in Norfolk. Initial calls were made between 5:15 and 9:15 p.m. on Monday through Thursday and from 4 to 9 p.m. on Sunday. These times are the most productive and ensure the inclusion of both working and non-working adults.

To address the challenge of landlines being answered by females more often, the interviewers also alternated asking for the male and female head of household. If a resident asked to be called back at a later time, the appointment system scheduled that call. To ensure a representative sample of Newport News residents, each household selected for inclusion in the study was contacted at least six times (on different days/times) before a substitute phone number was added to the sample frame.

Methodology (cont'd)

~ ~ Data Collection (cont'd) ~ ~

Precise data collection phase is critical to the quality of survey research. Using Computer-Assisted Telephone Interviewing (CATI) technology, the data collectors keyed each survey response into the computer. A supervisor was present during all fieldwork and electronically monitored the interviewers' work constantly. Using Dameware, he could hear both sides of the conversation and visually observed the recording of the answers on a mirrored screen. A supervisor fully monitored at least 38% of the calls and partially monitored another 25%. That is well above the 5 to 10% industry standard for validation.

A daily de-briefing session was held to discuss how residents were responding to the questions. These meetings are also used to determine when current events or media coverage could be impacting the survey responses. (If that happens, which it did not, the data collection would have been delayed.) Daily de-briefings also provide anecdotal information that is useful when interpreting the tabulated findings. During the fieldwork, sixteen people did not complete their surveys after beginning, so those interviews were replaced.

~ ~ Data Analysis ~ ~

Prior to each work shift, the tallies for each Zip Code were reviewed to better manage the sample. When gaps occurred in a given Zip Code, the focus turned to bringing that Zip Code back into the proper balance. Data from the United States Postal System was used to determine the proper proportions:

City of Newport News Sampling			
Zip Code	# Residential Deliverable Addresses*	Target Percentage Based on USPS	Actual Survey Percentage
23601	12,005	14.74%	14.8%
23602	17,870	21.95%	22.0%
23603	1,566	1.92%	1.9%
23604	1,161	1.43%	1.4%
23605	6,989	8.58%	8.6%
23606	12,914	15.86%	15.9%
23607	10,154	12.47%	12.5%
23608	<u>18,760</u>	<u>23.04%</u>	<u>23.0%</u>
	81,419	100%	100%

* USPS 2016 statistics provided through MelissaData.

Methodology (cont'd)

~ ~ Data Analysis (cont'd) ~ ~

As the fieldwork was completed, a consolidated SPSS data file was created to expedite the coding process and run preliminary tabulations. Each survey was checked for logic and completeness. Any online survey that was completed “too fast” (based on established reading times) or only partially completed was deleted. The sixteen partial phone surveys that were not completed on a follow-up call were also omitted.

Each open-ended answer was then carefully read by a coder. The various responses were grouped into categories and assigned a numeric code for tabulation. Those numeric codes were keyed into the survey response field and verified by a second data entry operator for 100% accuracy. The data were prepared for analysis, and all sideline remarks relating to dissatisfaction were exported for inclusion in the report (in small font at the bottom of the respective table).

The final survey distributions were:

- 219 Online participants
- 302 Phone follow-ups (many landlines, but some were “ported numbers”)
- 279 Cell phone respondents

An analysis of the responses of the three groups found few differences. Age, however, was a factor, with younger respondents being more likely to take the online survey. The data were aggregated and the file of 800 completed interviews analyzed.

When reviewing the tables in this report, most percentages will total vertically to 100% (allowing for some rounding). The (n= ___) indicator beneath each column tells the number of people who responded to that particular question (i.e., “Don’t Know” responses are excluded).

When the average scores are shown to compare results between groups or over time, the significance of any change in those averages was tested using a t-Test statistic. The t-Test uses a computer calculation that identifies when two averages (i.e., both the means and their distributions) are “significantly different” from one another. Any differences, trending up or down, found to be significant are indicated.

Multiple linear regression was also used to help highlight (model) the relationship between a particular dependent variable (e.g., Overall satisfaction with City services) and the various explanatory variables. This technique allows us to highlight focus areas where the City can achieve the most overall benefit.

The Margin of Error

Because random selection was used to create the sample of Newport News households to be surveyed, the results quite accurately reflect the opinions of the City’s residents. The term “Margin of Error” represents the **maximum** amount (with 95% certainty) that a percentage in the report might vary from a full census of households. Most municipal surveys use a sample of 300 or 400 residents. This study used a much larger sample of 800, allowing the data to be broken out by sub-groups.

In terms of cost, it is often not useful to increase the sample size after a certain point because there will be little impact in terms of reducing the “Margin of Error” (see chart below). The greatest “value for the dollar” occurs when adding more interviews near the top of this chart.

# of Completed Interviews	The Maximum “Margin of Error”
100	± 9.8 percentage points
200	± 6.9
300	± 5.6
400	± 4.9
500	± 4.4
600	± 4.0
800	± 3.5
1000	± 3.1
1500	± 2.5

The maximum Margin of Error for this study is:

± 3.46%

(n=800)

This random sample of 800 Newport News households produces results that are accurate within ±3.5 percentage points (worst case) when compared to a complete census of all Newport News households. The ±3.5% margin applies to any figure in this report that is near 50% and n=800. Smaller or larger survey percentages (e.g., 30% said “Yes”) are even more accurate and enjoy a smaller “Margin of Error”. The chart below shows the Margin of Error for various percentages a reader might find in this report.

If the report percentage is:	99%	The “Margin of Error” is:	±0.69%
	95%		±1.51%
	90%		±2.08%
	80%		±2.77%
	70%		±3.18%
	60%		±3.39%
-----	50%	Highest Margin of Error	±3.46%
	40%		±3.39%
	30%		±3.18%
	20%		±2.77%
	10%		±2.08%
	5%		±1.51%
	1%		±0.69%

About Making Comparisons

Newport News has conducted community satisfaction surveys since 1999, however, the methodologies have varied significantly from year to year. Some studies did not reach or represent a random sample of residents, and others used a question style that resulted in a large number of "Don't Know" or "Neutral" responses. While it is ideal to use the same methodology and questions from year to year, the earlier surveys were done in support of the Comprehensive Plan. As such, we have no directly comparable questions in 2016 and no trend data.

This survey measured satisfaction with a wide variety of City services and characteristics. With a four-point satisfaction scale, most people respond to each question. The proportion of "Don't Know" responses will vary somewhat from year to year. Because "Don't Know" (or "Neutral") responses can distort the results, our reports always reflect the residents who actually answered each question. If "Don't Know" responses occurred, they were noted and excluded from the analysis.

Please remember that this survey is not intended to "rank" City departments or compare them to one another. Each department provides unique services, and some are more likely than others to be rated favorably simply based on the nature of the work they do. This is true in all communities. Again, this survey is intended to be used to identify strengths and suggest areas for improvement in current performance.

The "Satisfaction" and "Agreement" questions on this survey used a word scale for the responses (see below). To facilitate more precise future tracking and allow for comparisons between groups, the response choices were assigned numeric values so averages could be calculated and tracked. These mathematical averages can be used to identify any statistically significant changes over time or significant differences between groups.

It is important to recognize that tracking a "Percent Satisfied" is less precise than working with averages. The "Percent Satisfied" is based on grouping two responses ("Very Satisfied" and "Satisfied"). Averages are more robust and can better identify small changes over time. In calculating the mathematical averages, the following numeric values were used:

4 = Very Satisfied (the highest rating)	4 = Strongly Agree (the highest rating)
3 = Satisfied	3 = Agree
2 = Dissatisfied	2 = Disagree
1 = Very Dissatisfied (the lowest rating)	1 = Strongly Disagree (the lowest rating)

NOTE: In both cases, the scale midpoint would be 2.5.

For some data, t-Tests and regression analyses were used. The t-Test is a statistical technique that tests for differences in the distribution of the individual responses and averages over time or between groups (e.g., users vs. non-users). This mathematical formula determines whether the differences between two groups are random or "statistically significant." Significant results (i.e., whether higher or lower) are noted.

Multiple linear regression is an approach for modeling the relationship between a scaled, dependent variable (e.g., Overall satisfaction with City services) and various explanatory variables, (known as independent variables) to identify the strength of their relationship. This is based on the presumption that the answer to the dependent variable is caused by, or directly influenced by the other variables. This report will highlight the results of those regression analyses.

Executive Summary

~ ~ Highlights ~ ~

Most Newport News residents contacted were eager to participate in this important study and appreciated the opportunity to offer feedback to the City. Taxpayers candidly offered favorable satisfaction ratings (i.e., above 80%) for many services and noted some areas they would like to see improved.

- Examining a global measure, 89.4% of Newport News residents were satisfied with the quality of City services and 89.6% were satisfied with the customer service they receive from City employees.
- 87.3% were satisfied with their overall quality of life in Newport News.
- 82.6% were satisfied with their current neighborhood, and 80.1% reported a “feeling of connection” to the community.
- 92.4% were happy with the City’s website, and 74.9% were satisfied with the City’s efforts to keep residents informed.
- With respect to 51 specific City services/characteristics, a majority of residents indicated being satisfied with 50 of them. Only traffic flow, at 48.7%, fell below the 50% mark.
- Of the 51 services and characteristics rated in this study, 25 rated above 80% in satisfaction (i.e., a commonly-used threshold).
- Satisfaction levels of residents who have used certain services in the past 12 months were compared to those of residents who did not use them, and the user satisfaction levels were all statistically significantly higher (e.g., public libraries, the City’s parks, the website). That’s good news!
- When asked to name (top-of-mind) the City’s greatest strength, the top ten features mentioned were:

- #1 The shipyard provides good jobs/economic benefits
- #2 There is a lot to do here/nearby
- #3 Newport News is centrally located in the region
- #4 We have good shopping
- #5 We have a diverse population
- #6 The people here are friendly
- #7 The military provides good jobs/economic benefits
- #8 We have a sense of community
- #9 It’s an attractive city
- #10 The public schools are good

- Just under 20% of those surveyed (18.9%) said they had contacted the City’s 311 call center in the past 12 months. Of the 151 respondents who had, 88.1% reported being satisfied with the experience.

Executive Summary (cont'd)

~ ~ Highlights (cont'd) ~ ~

- One in five people surveyed (20.9%) had read *Newport News Now*, the City's new e-newsletter. Of the 167 who had, 93.4% reported being satisfied with it.
- When asked to suggest what City leaders should focus on, the top ten items were:

- | | |
|-----|---|
| #1 | Work to reduce crime |
| #2 | Improve the schools/education |
| #3 | Work so residents will feel safer |
| #4 | Traffic problems need to be addressed |
| #5 | Attract more jobs/better jobs |
| #6 | Roads need to be repaired, paved, or expanded |
| #7 | Reduce my taxes |
| #8 | Increase the schools' budget |
| #9 | Work to reduce the # of shootings/gun incidents |
| #10 | Work to reduce gang activity |

Residents were also asked to weigh in on three current issues:

- 96.6% felt the City should work with other communities in Hampton Roads to address issues impacting the region.
- 81.0% wanted the City to become more bike-friendly.
- And, 71.7% felt the City needs more public transit.

~ ~ Participant Profile ~ ~

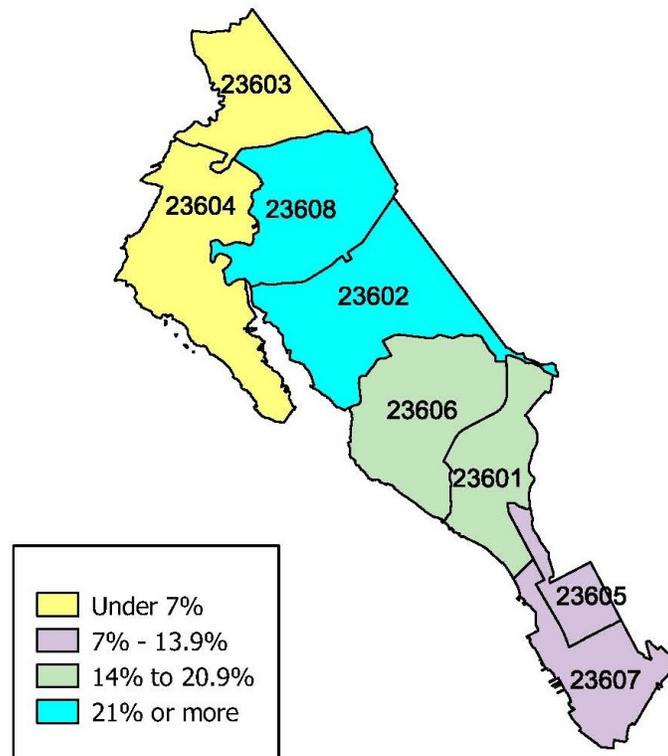
By design, each Zip Code was represented in its proper proportion. A very broad cross-section of Newport News residents was invited to participate. The respondents' overall demographic profile is reflective of the adult heads-of-households in Newport News.

Avg. (median) age	53 yrs. old
Avg. (median) number of years lived in Newport News	23 years
% who are homeowners	51.1%
% who are renters	48.9%
% who are Caucasian	47.0%
% who are African American	41.5%
% who are from another ethnic background	11.5%
Avg. (median) household income	\$59,408

Executive Summary (cont'd)

~ ~ Participant Profile (cont'd) ~ ~

To ensure that the survey would be representative of the neighborhoods in Newport News, the interviews were secured in proportion to the number of residential addresses in each Zip Code (as supplied by the USPS). The map below shows the percentage of the total sample that came from each individual Zip Code. Two Zip Codes, 23604 and 23603, had relatively small population counts.



~ ~ Evaluating City Services and Characteristics ~ ~

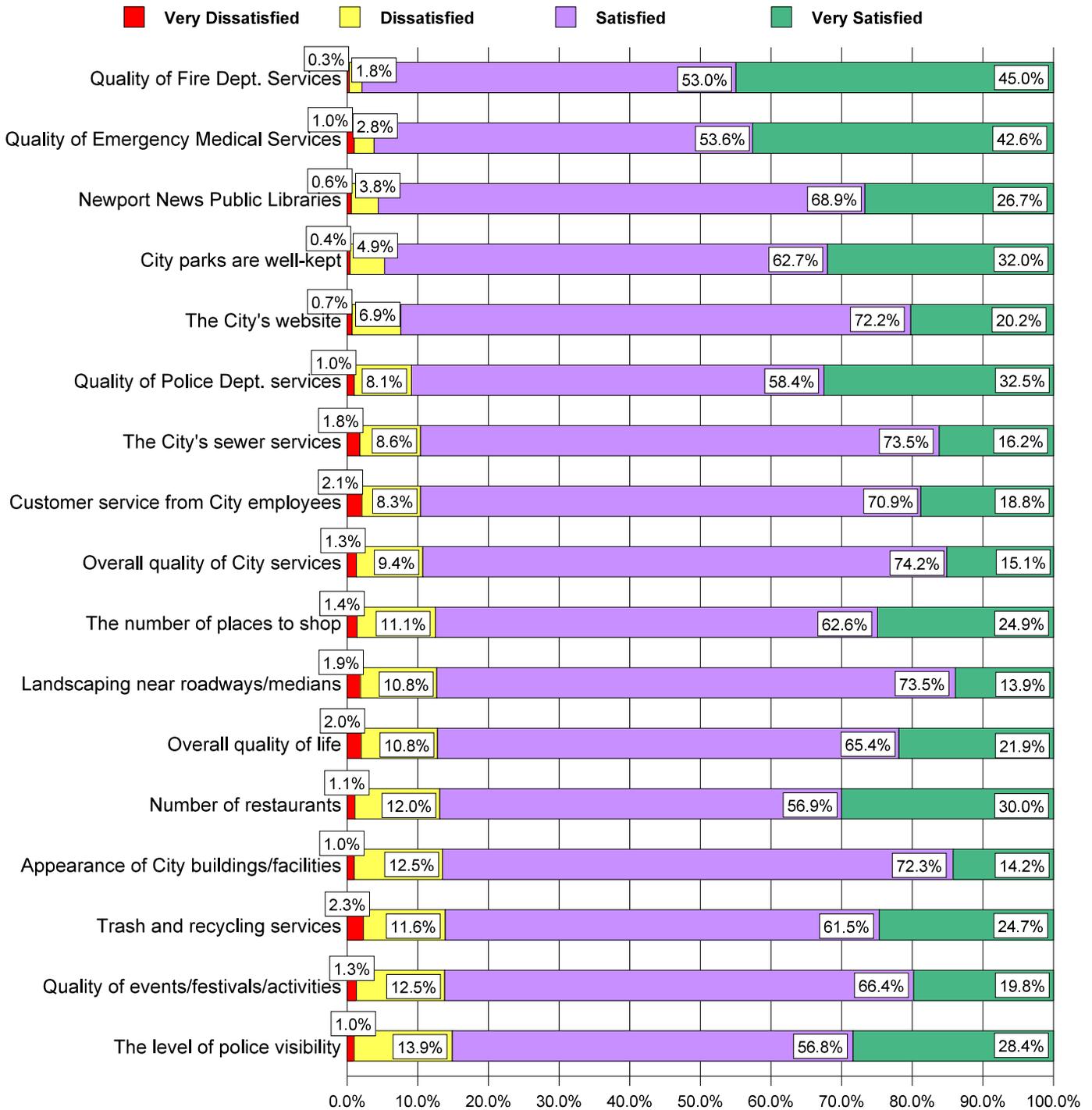
During this survey, respondents were asked to evaluate 51 City services and characteristics. To minimize “Don’t Know” responses, the interviewers encouraged each participant to voice a general opinion, even if he or she had no recent experience with a service. While most residents readily responded to the survey questions, a few people could not rate some services or attributes. As such, when reporting survey responses, any “Don’t Knows” are excluded from the tabulations. (The footnotes under the Ch. 2 tables show the number who did not respond to a given question.)

The bar chart on the next three pages displays residents’ satisfaction levels for each item. The bars are organized in descending order based on the combined “Percent Satisfied” for each of the 51 items. A key appears at the top of each page.

The green segment indicates the proportion who were “Very Satisfied,” while violet represents “Satisfied.” Often, only a small proportion were “Very Dissatisfied,” so little red is visible.

Executive Summary (cont'd)

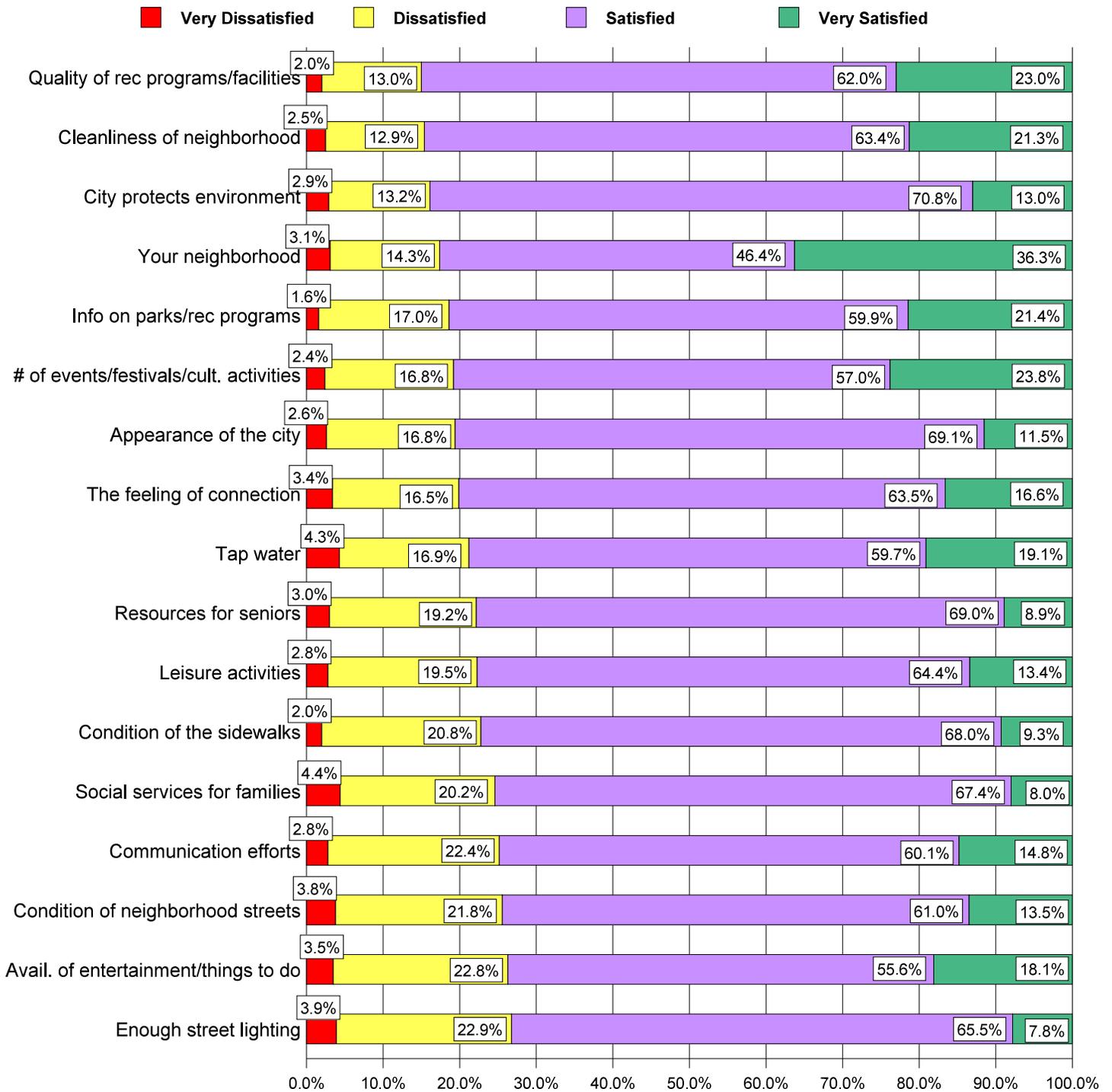
~ ~ Evaluating City Services and Characteristics (cont'd) ~ ~



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Executive Summary (cont'd)

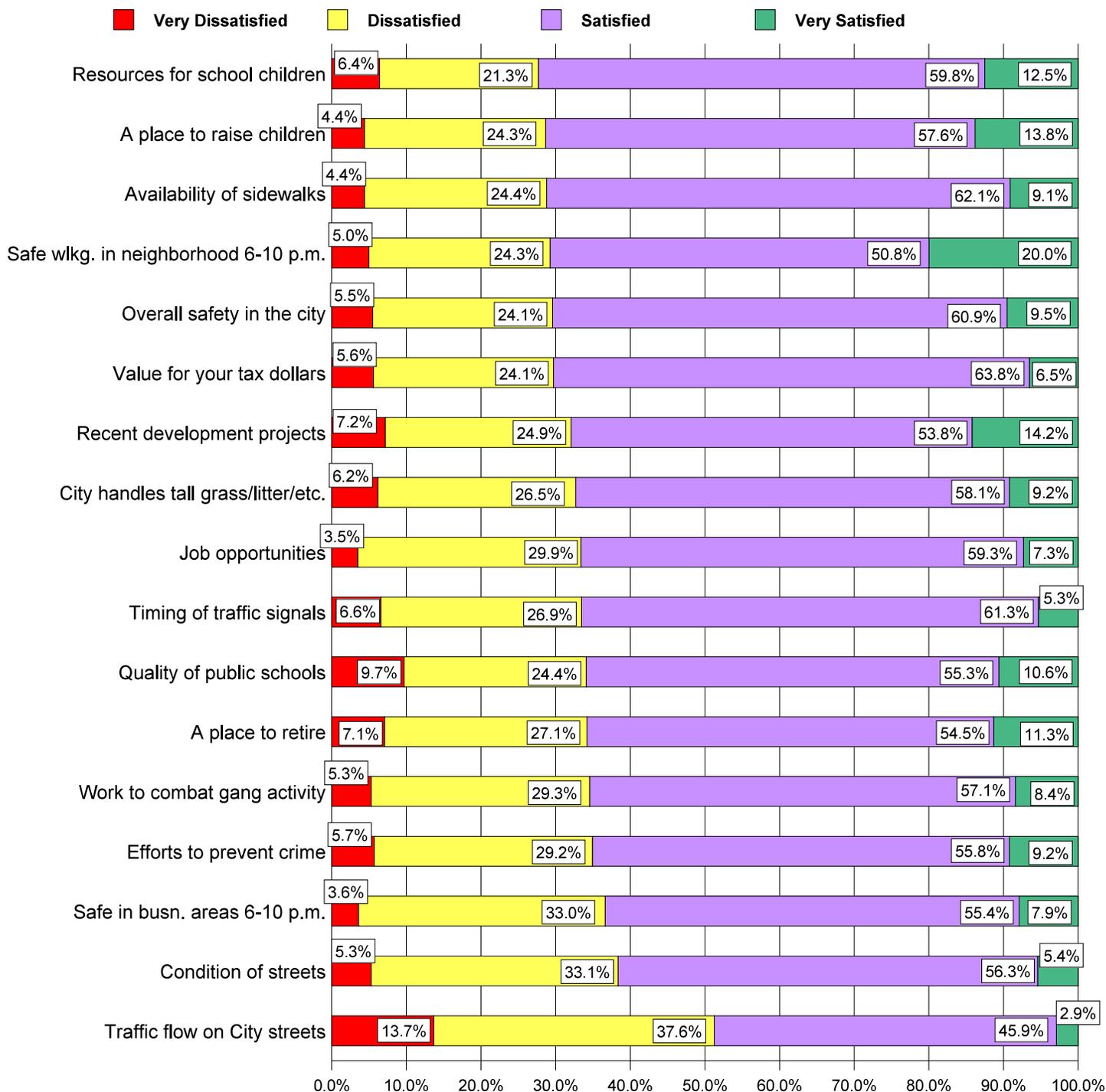
~ ~ Evaluation of City Services and Characteristics (cont'd) ~ ~



(This chart continues on the next page)

Executive Summary (cont'd)

~ ~ Evaluation of City Services and Characteristics (cont'd) ~ ~



Executive Summary (cont'd)

~ ~ Evaluation of City Services and Characteristics (cont'd) ~ ~

To compare satisfaction ratings across the 51 items, many municipalities combine the “Very Satisfied” and “Satisfied” responses to calculate an overall “Percent Satisfied.” Using this approach, a score of 80% (or higher) is often used as a threshold for determining if a rating is favorable. Here, it is very important to remember that some services almost always rate lower, while others tend to rate higher. The 80% target simply helps decisionmakers identify services that might benefit from additional focus or resources. In this study, 26 items rated below that 80% cut-off.

~~ 89.4% were satisfied with the quality of City services ~~

Of the 51 services and characteristics rated:

- 6 items rated above 90% in satisfaction
- 19 items rated between 80% and 89%
- 15 items rated between 70% and 79%
- 11 items rated below 70%

One very important measure of resident satisfaction is the global question where 89.4% reported being satisfied with “quality of City services.” In a special regression analysis, researchers examined the elements that can best predict this overall satisfaction. While a number of things were significant, the one most influential factor was the “customer service received from City employees.”

Many of the individual services and programs had high levels of satisfaction, and 25 services or characteristics exceeded the target threshold of 80% being satisfied. It is especially good news that 6 of them even exceeded 90% (see next page).

When examining the “Percent Satisfied,” it is important to note that it is a combined percentage and therefore less sensitive to trends/change. A combined percentage can mask the variation in individual ratings (e.g., some people who were “Satisfied” one year may become “Very Satisfied” the next, but it won’t be noticeable). Because of this, it is more useful to use the average (mean) satisfaction scores when comparing groups or analyzing changes over time.

Each resident’s satisfaction was measured on a four-point word scale (i.e., not a numeric scale). During analysis, we assigned numbers to each word (Very Satisfied=4, Satisfied=3, Dissatisfied=2, and Very Dissatisfied=1) to calculate a mathematical average (i.e., a mean).

The table that begins on the next page displays those average ratings beside the (combined) “percent satisfied.” When comparing two items, you will notice that some of the means are quite different even when the “percent satisfied” is very similar.

Executive Summary (cont'd)

~ ~ Evaluation of City Services and Characteristics (cont'd) ~ ~

City Service/Characteristic Being Rated:	% Satisfied*	Avg. Rating**
Quality of Fire Department services	98.0%	3.43
Quality of Emergency Medical Services	96.3%	3.38
Newport News Public Libraries	95.6%	3.22
How well-kept the City's parks are	94.7%	3.26
The City's website, www.NNVA.gov	92.4%	3.12
Quality of Police Department services	90.9%	3.22
Quality of the City's sewer services	89.7%	3.04
Customer service you receive from City employees	89.6%	3.06
Quality of City services	89.4%	3.03
Number of places in Newport News to shop	87.5%	3.11
Landscaping in medians and along roadways	87.4%	2.99
Your overall quality of life in Newport News	87.3%	3.07
The number of restaurants	86.9%	3.16
Appearance of City-owned buildings and facilities	86.4%	3.00
The City's trash and recycling services	86.2%	3.09
Quality of community events/festivals/cultural activities	86.2%	3.05
Police visibility in Newport News	85.1%	3.13
Quality of the City's recreation programs and facilities	85.0%	3.06
Cleanliness of your neighborhood	84.6%	3.03
City protects the environment/natural resources	83.9%	2.94
Your neighborhood as a place to live	82.6%	3.16
Info about the parks and recreation programs	81.4%	3.01
Number of community events/festivals/cultural activities	80.8%	3.02
Overall appearance of the city	80.6%	2.90
Feeling of connection to the community	80.1%	2.93
Taste and quality of your tap water	78.8%	2.94

* "Very Satisfied" plus "Satisfied" responses combined.

** Avg. Rating Scale: 4=Very Satisfied 3=Satisfied 2=Dissatisfied 1=Very Dissatisfied

Executive Summary (cont'd)

~ ~ Evaluation of City Services and Characteristics (cont'd) ~ ~

City Service/Characteristic Being Rated:	% Satisfied*	Avg. Rating**
Resources for seniors to help them live independently	77.9%	2.84
Newport News as a place for leisure activities	77.8%	2.88
Overall condition of the sidewalks	77.3%	2.85
Social services for families (incl. child welfare...)	75.5%	2.79
City's communication efforts to keep residents informed	74.9%	2.87
Condition of the streets in your neighborhood	74.5%	2.84
Availability of entertainment or things to do	73.8%	2.88
Enough street lighting in the city	73.3%	2.77
Resources for school children to prepare them to go to college, etc.	72.3%	2.78
Newport News as a place to raise children	71.4%	2.81
Availability of sidewalks in the city	71.3%	2.76
Feeling safe walking in neighborhood 6 to 10 p.m.	70.8%	2.86
Overall feeling of safety in the city	70.4%	2.74
Value you receive for your tax dollars	70.3%	2.71
The recent development projects	68.0%	2.75
City handling of problems related to tall grass/litter, etc.	67.3%	2.70
Job opportunities	66.6%	2.70
Timing traffic signals to facilitate traffic flow	66.5%	2.65
Quality of the City's public schools	65.9%	2.67
Newport News as a place to retire	65.8%	2.70
City's work to combat gang activity	65.5%	2.69
City's efforts to prevent crime	65.1%	2.69
Feeling safe in business areas 6 to 10 p.m.	63.3%	2.68
Condition of City streets	61.6%	2.62
Traffic flow on City streets	48.7%	2.38

* "Very Satisfied" plus "Satisfied" responses combined.

** Avg. Rating Scale: 4=Very Satisfied 3=Satisfied 2=Dissatisfied 1=Very Dissatisfied

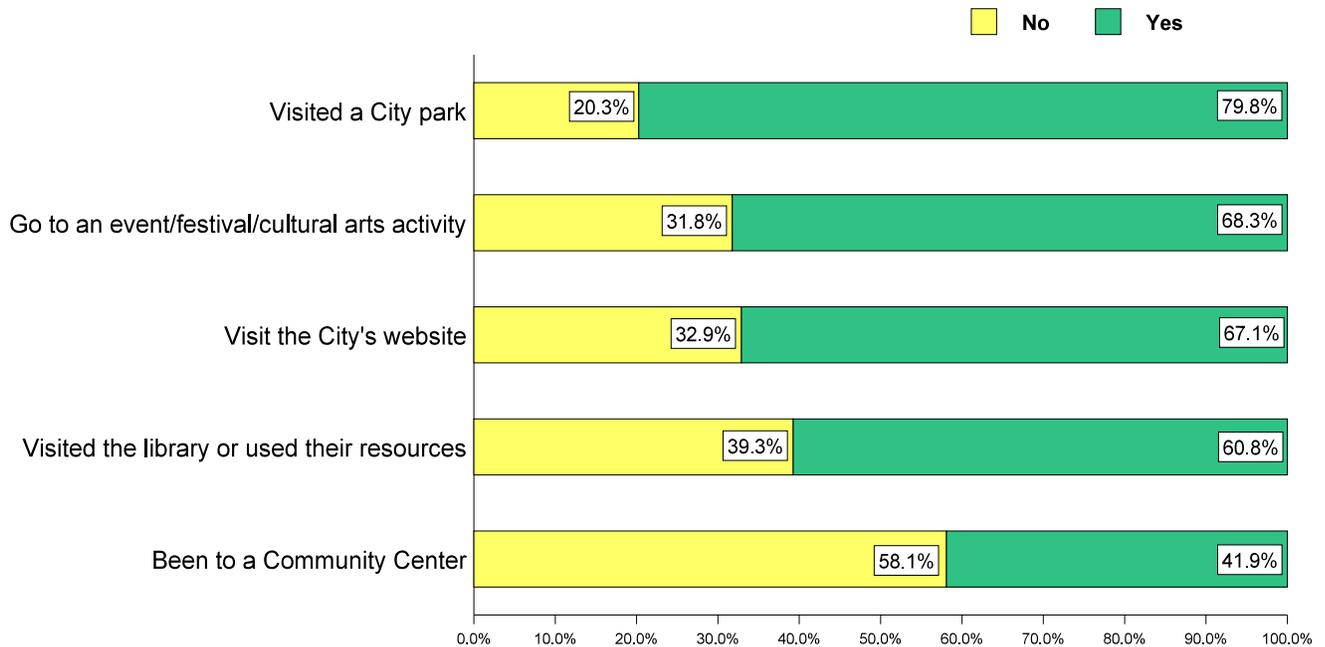
Executive Summary (cont'd)

~ ~ “Users” vs. “Non-Users” of Five City Services ~ ~

After respondents rated certain City services and programs, corresponding “use” measures were obtained for six of them. Those use rates (below) varied between 41.9% and 79.8%.

Use Rates

In the past 12 months, have you or your family:



The “user” responses were then paired with related satisfaction ratings to see if “users” rated those services higher than “non-users.” This was done to determine whether people with firsthand experience were more (or less) satisfied than those with no recent experience. Ideally, one might hope that residents with firsthand experience would rate a service higher than someone who is less familiar. A t-Test analysis was used to evaluate the differences in the average satisfaction scores between users and non-users. Here, user satisfaction ratings were **significantly higher** (than non-user ratings) for all five of the use questions that were paired with six satisfaction scores.

~ ~ Communicating With Residents ~ ~

Survey participants were asked an open-ended question about how they typically get information about City services, issues, and events. The top seven sources were:

- 28.3% Information on the City’s website
- 20.3% The Daily Press
- 10.9% Television
- 9.1% The City’s cable TV station, NNTV
- 8.0% Conversations with friends, family, or co-workers
- 5.5% On Facebook
- 3.6% The City’s e-newsletter, *Newport News Now*

Executive Summary (cont'd)

~ ~ Special Analysis: ~ ~

What contributes to residents thinking “Newport News Taxes Are a Good Value”?

As a global measure of Newport News taxpayers’ satisfaction, the “value” question is important. Here, 70.3% of those surveyed were satisfied with the value received for the taxes they pay. When taxpayers feel they are getting a good value for their tax dollar, the City is essentially providing what residents want to buy at a fair price.

In a multiple linear regression analysis examining the City services and characteristics on this survey, the following items (in order of importance) most predicted taxpayer satisfaction with the value received for one’s tax dollar.

Residents’ perception of:

The customer service received from City employees	(89.6% are satisfied with this)
The overall feeling of safety in the city	(70.4% are satisfied with this)
The quality of City services provided	(89.4% are satisfied with this)
The feeling of connection to the community	(80.1% are satisfied with this)
The City’s efforts to prevent crime	(65.1% are satisfied with this)
The overall quality of life in Newport News	(87.3% are satisfied with this)

In examining these six contributors to satisfaction, several factors already have very high satisfaction levels. In fact, the top predictor (i.e., customer service received from City employees) is extremely favorable. While all of these high-rating factors have room for improvement (e.g., moving residents’ ratings from “Satisfied” to “Very Satisfied”), the greatest overall impact would be experienced by elevating perceptions of those factors that are not as high in satisfaction (e.g., perceptions of working to prevent crime and perceptions of safety).

What influences “Overall Satisfaction With City Services”?

Another important global measure is residents’ overall satisfaction with City services. Here, 89.4% of those surveyed were satisfied with the quality of City services. In a regression analysis examining the various City services and characteristics, the following six items (in order of importance) most predicted taxpayers’ overall satisfaction with City services:

Residents’ perception of:

The customer service received from City employees	(89.6% are satisfied with this)
The overall condition of City streets	(61.6% are satisfied with this)
The cleanliness of my neighborhood	(84.6% are satisfied with this)
Having enough street lighting in the city	(73.3% are satisfied with this)
Having well-kept City parks	(94.7% are satisfied with this)
The City’s website	(92.4% are satisfied with this)

Again, all high-rating factors have the potential for improvement (e.g., moving residents’ ratings from “Satisfied” to “Very Satisfied”). But, the greatest overall impact would be experienced by elevating perceptions of the factors that are not as high in satisfaction (e.g., improving the condition of City streets and having more street lighting).

Executive Summary (cont'd)

~ ~ Outcome Based Performance Measures ~ ~

In FY 2016, City leaders began using an outcome-based performance measurement framework for the budget process. They developed outcome measures in order to focus on “why” services are performed, rather than “how” services are performed. These outcome measures profile the organization and recognize that many issues facing the organization are not the responsibility of a single department. Over time, City staff will review tracking data to assess any obstacles to achieving the desired goals in order to build a government that works better and costs less, ultimately making adaptations and refinements to the measures.

The *performance measures* that apply to the 2016 Community Survey were:

Rating neighborhood cleanliness favorably (84.6% reported being satisfied)

Reporting a sense of well-being resulting from connections with other people or organizations in the community (80.1% reported being satisfied with their feeling of connection to the community)

Rating neighborhood as a place to live favorably (82.6% reported being satisfied)

Rating satisfaction with performance of City services favorably (89.4% reported being satisfied with the overall quality of City services)

Rating interactions with City employees favorably (89.6% reported being satisfied with the customer service received from City employees)

Feeling safe in their neighborhood at night (70.8% reported being satisfied with their feeling of safety when walking in their neighborhood from 6 to 10 p.m.)

Feeling safe in business areas at night (63.3% reported being satisfied with their feeling of safety in commercial or business areas from 6 to 10 p.m.)

~ ~ Suggestions: What Newport News Leaders Should Focus On ~ ~

Survey participants were asked to suggest one thing the City’s leadership should focus on. Their responses produced a long array of topics.

The top suggestions were: work to reduce crime (13.5%), improve the schools/education (9.4%), work so residents will feel safer (6.5%), address traffic problems (5.1%), attract more jobs/better jobs (4.4%), repair, pave, or expand the roads (4.3%), reduce taxes (2.8%), increase the schools' budget (2.6%), reduce the number of shootings/gun incidents (2.5%), and try to reduce gang activity (2.1%). The verbatim text can be found in the Appendix, and the categorized and coded answers are in the main section of this report.

Executive Summary (cont'd)

~ ~ Special Analysis: ~ ~

What contributes to “Satisfaction With Their Quality of Life in Newport News”?

Newport News is a lovely community, and 87.3% of those surveyed were satisfied with their overall quality of life in Newport News. A multiple linear regression analysis was used to identify the services or characteristics on this survey that (in order of importance) most predicted satisfaction with the life in Newport News.

Residents’ perception of:

The quality of City services provided	(89.4% are satisfied with this)
The feeling of connection to the community	(80.1% are satisfied with this)
Newport News as a place to retire	(65.8% are satisfied with this)
My neighborhood as a place to live	(82.6% are satisfied with this)
The overall feeling of safety in the city	(70.4% are satisfied with this)
The customer service received from City employees	(89.6% are satisfied with this)
The overall appearance of the city	(80.6% are satisfied with this)

In examining these seven contributors to the quality of life in Newport News, several elements have very high satisfaction levels. In fact, the top predictor (i.e., the overall quality of City services) is very favorable, at 89.4%. While the highest rating factors have room for improvement (e.g., moving residents’ ratings from “Satisfied” to “Very Satisfied”), the greatest overall benefit would happen if perceptions of those factors that are not the highest in satisfaction were increased (e.g., perceptions of Newport News as a place to retire and perceptions of safety in the city).

~ ~ Conclusion ~ ~

Because of the scientific nature of this survey, the data in this report represents Newport News residents well. These opinions reflect a broad cross-section of the community, particularly those who never attend a public meeting or phone a City Council member. We believe that it is very important for residents to be heard, and we know that these participants appreciated the opportunity to express how they feel about living in Newport News. Several “take-aways” from this study are worthy of note:

- The residents of Newport News seem proud of their city.
- Most people report that they enjoy a favorable quality of life in Newport News.
- The physical location along the river is very desirable, and being so centrally located is important to many people.
- People appreciate the thriving retail environment, but would like the City to somehow address the issue of “empty buildings” when businesses prefer to build shiny, new spaces.
- Some neighborhoods/areas of the city are both safer and more attractive than others. Residents look to the City to help those areas in need of intervention (e.g., code enforcement, redevelopment funds...).
- If funding for additional street lighting is available, many people associate lighting with safety.

Executive Summary (cont'd)

~ ~ Conclusion (cont'd) ~ ~

- The recreational and cultural opportunities in Newport News are very important to residents. City-sponsored events are valued.
- As is true throughout Hampton Roads, complaints about street conditions nearly always demand attention.
- Good traffic flow is a priority for taxpayers.
- Continue to collaborate with School Board to continuously improve the schools.
- The City provides good customer service. Even so, make customer service training and clear expectations a priority in every City department.
- The citizens of Newport News appreciate that the City cares about their opinions, and they value having high quality City services.
- Reinforce community awareness of good jobs beyond the shipyard and the military.
- Identify the factors that make a city a “good place to retire” and emphasize those. Increase awareness of resources for seniors.
- Continue to create community connections and highlight places for people to socialize and meet others with shared interests.
- Raise awareness of how the City is working to prevent crime. Residents feel concerned when they see television news accounts involving guns and violence.
- There is some interest in revitalizing Downtown.
- Preserving green space and open space is important to many residents. Also, people like to see well-maintained medians.
- Be mindful of residents’ reactions to news stories about divergent views within City Council (e.g., Wegmans) because the public seldom hears the entire story.
- People in Newport News are generally eager to be informed about City services, projects, and meetings. And, promote the 311 contact center.
- Continue to maintain a quality City website. People like it and they rely on it.
- Develop key messages to reinforce why residents’ taxes are a good value.

We appreciate the opportunity to chat with your residents. While they offered many favorable ratings, they also provided text commentary that added to our understanding of your City. We would encourage you to work with the report data (this main report and the two-volume supplementary crosstabulations) and review the individual comments in the Appendix of this document.

Chapter 2: Survey Results

NOTE: Only people with opinions are included in the calculations and charts (i.e., any “Don’t Know” responses are excluded from calculations).

Length of Residence

How many years have you lived in the City of Newport News?

(Grouped for presentation purposes)

	<u>Number</u>	<u>Percentage</u>
5 years or fewer	106	13.3%
6 to 10 years	94	11.8%
11 to 20 years	172	21.5%
21 to 30 years	153	19.1%
31 or more years	<u>275</u>	<u>34.4%</u>
	800	100.0%

AVERAGES: *

Mean: 26.6 years (n=800)

Median: 23.0 years (n=800)

* Based on non-grouped data.

NOTE: The responses ranged from 1 to 73.

Appearance of the City

Please rate your satisfaction with these things about Newport News.

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall appearance of the city?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	92	11.5%
Satisfied	553	69.1%
Dissatisfied	134	16.8%
Very Dissatisfied	<u>21</u>	<u>2.6%</u>
	800	100.0%

Overall Percent Satisfied: 80.6%

Mean Rating: 2.90 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*Nothing has been done to upgrade the East End. It's definitely not attractive.
 I am dissatisfied with the appearance of some parts of the city, but not where I live.
 The City's housing codes seem to be meaningless.
 I think the roads make it look bad, and there is litter/trash all over.
 Improve the houses. The City has torn down some areas, but many eyesores remain.
 If we want it to look good, we need to create much more green space.
 When I drive around, I see trash everywhere.
 A lot of people have messed up fences on Denbigh Blvd.
 It's not the entire city; some places are taken care of much better than others.*

Places to Shop

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the number of places in Newport News to shop for the things you like to buy?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	199	24.9%
Satisfied	501	62.6%
Dissatisfied	89	11.1%
Very Dissatisfied	<u>11</u>	<u>1.4%</u>
	800	100.0%

Overall Percent Satisfied: 87.5%

Mean Rating: 3.11 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*The mall here has very few places for people to shop at.
 They build new buildings, but do not use the empty stores. That's wrong.
 I have to go across the water for most of the things I want to buy.
 Everything is the same -- there is little variety. Boring.
 The Northern tip does not have much at all.
 Well, I would be very satisfied if we had a Wegmans.*

Restaurants

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the number of restaurants where you can enjoy a meal?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	240	30.0%
Satisfied	455	56.9%
Dissatisfied	96	12.0%
Very Dissatisfied	<u>9</u>	<u>1.1%</u>
	800	100.0%

Overall Percent Satisfied: 86.9%

Mean Rating: 3.16 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*Everything is the same here; we have very little restaurant variety.
 There is not enough quality food. We have too many low-end places.
 There is too much fast food and too many Seven-Elevens.
 We have an over-saturation of fast food options. I want options like Outback, Olive Garden, or Carrabbas.
 In the Southeast end, there is really nowhere to sit down and eat.*

Entertainment & Things to Do

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the availability of entertainment or things to do in Newport News?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	145	18.1%
Satisfied	445	55.6%
Dissatisfied	182	22.8%
Very Dissatisfied	<u>28</u>	<u>3.5%</u>
	800	100.0%

Overall Percent Satisfied: 73.8%

Mean Rating: 2.88 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

There are just not enough leisure activities.

There's not a lot of diversity in the entertainment.

We have too few things to do here.

You should offer more interactive activities.

I see very few things I want to do; there's not much to do here.

There is not enough for a family to do here.

So little entertainment. Everything big goes to Hampton. We have not even one movie theater nearby.

There is nothing low-cost for the youth or elderly.

I wish there were more performances at the Ferguson Center.

Since I can't walk to them and there is no public transportation, it is all quite inconvenient.

We need cheaper options for children's entertainment.

My Neighborhood

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your neighborhood as a place to live?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	290	36.3%
Satisfied	371	46.4%
Dissatisfied	114	14.3%
Very Dissatisfied	<u>25</u>	<u>3.1%</u>
	800	100.0%

Overall Percent Satisfied: 82.6%

Mean Rating: 3.16 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*My neighborhood needs to be re-developed. We need an influx of cash here.
 Too many people on Section 8 have moved here.
 I am in Downtown Newport News. Enough said.
 This used to be a very, very, very nice neighborhood. Now, crime surrounds all of us.
 I live in a townhouse that isn't managed well.
 My neighbor is the neighbor from hell. The rental office won't make her move. She is a bully.
 There is too much crime in this neighborhood.
 It's because of the schools that my neighborhood is a problem.
 My neighborhood is not kid-friendly.
 There is a ton of crime, robberies, and even shootings here on Dresden Drive.
 It's a rough neighborhood.
 There's trash everywhere. And, it has become a bad neighborhood.
 There's too much crime here. I don't feel safe.
 Too much building, so the streets are crowded with parked cars. We're just overcrowded.
 The neighborhood is deteriorating because of college students moving here for CNU.*

Place to Raise Children

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with Newport News as a place to raise children?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	110	13.8%
Satisfied	461	57.6%
Dissatisfied	194	24.3%
Very Dissatisfied	<u>35</u>	<u>4.4%</u>
	800	100.0%

Overall Percent Satisfied: 71.4%

Mean Rating: 2.81 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*Well, the crime is a problem, and I'm not happy with the schools.
 The school system sucks.
 The current trend of violence is very upsetting.
 It's because of the school system.
 The middle schools are sketchy.
 It's the crime rate.
 I feel that way because of the schools.
 Too many parents don't parent well here.
 The school districts aren't that good.
 The liberal agenda has taken over.
 Sorry, but too many bad kids live here. It is rough.
 I am satisfied through the elementary level, but not for the older children.*

Job Opportunities

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with Newport News in terms of job opportunities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	58	7.3%
Satisfied	470	59.3%
Dissatisfied	237	29.9%
Very Dissatisfied	<u>28</u>	<u>3.5%</u>
	793	100.0%

Overall Percent Satisfied: 66.6%

Mean Rating: 2.70 (n=793)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Seven people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

I apply, but no one ever calls me back.

The cost of living and prevailing wages do not match.

There's only the shipyard here in terms of careers.

If you don't have family that works there already, you won't get a job there (the shipyard).

I had to find work in another city. There aren't many jobs here.

I've had difficulty applying for jobs.

We need more jobs, as far as manufacturing goes.

It is so transient that there aren't many secure job opportunities.

I see very few job opportunities for adults.

I can't find anything here.

There aren't any jobs so I work in Hampton.

I have a Master's and am working on my Doctorate, and I still can't find employment.

It used to be wonderful, but it has become depleted due to shipyard cutbacks. I worry that without the military someday, we'll be in a world of hurt.

Leisure Activities

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with Newport News as a place for leisure activities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	107	13.4%
Satisfied	515	64.4%
Dissatisfied	156	19.5%
Very Dissatisfied	<u>22</u>	<u>2.8%</u>
	800	100.0%

Overall Percent Satisfied: 77.8%

Mean Rating: 2.88 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

There is not much to do here.

I find nothing interesting to do here.

There's not much to do in Newport News.

It seems that nothing can stay open because rough kids ruin it with violence. They need to have more security. Even night clubs don't last long in Newport News. Violence ruins everything.

Place to Retire

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with Newport News as a place to retire?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	90	11.3%
Satisfied	436	54.5%
Dissatisfied	217	27.1%
Very Dissatisfied	<u>57</u>	<u>7.1%</u>
	800	100.0%

Overall Percent Satisfied: 65.8%

Mean Rating: 2.70 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

The taxes are too high for retirees to be able to stay here.
There's not enough for the elderly to do here.
That's just my gut feeling.
The area has changed, and we're not good at sustaining quality neighborhoods.
I will be more interested in Central Virginia due to the cost of living.
The taxes are too high here.
The taxes are probably too high for someone on a fixed income.
It is not good for old people because it is too chaotic and busy.
I wouldn't pick Newport News as a place to retire. I will go rural.
It's just not a place I'd want to be as I grow old. Enough said.
The cost of living and taxes are high.
No marina or condos for retired folks. I'll retire in Hampton Roads, but not in Newport News.

Feeling Connected

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your feeling of connection to the community?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	133	16.6%
Satisfied	508	63.5%
Dissatisfied	132	16.5%
Very Dissatisfied	<u>27</u>	<u>3.4%</u>
	800	100.0%

Overall Percent Satisfied: 80.1%

Mean Rating: 2.93 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*There is no incentive to behave as a community.
 I'm really too busy for making friends.
 No one knows anyone in this area. I feel isolated.
 The community is full of people with different agendas.
 I feel no real community connection.
 I am a home-body.*

Fire Department Services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall quality of Fire Department services?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	360	45.0%
Satisfied	424	53.0%
Dissatisfied	14	1.8%
Very Dissatisfied	<u>2</u>	<u>0.3%</u>
	800	100.0%

Overall Percent Satisfied: 98.0%

Mean Rating: 3.43 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

I am not sure they would get here quickly.

Emergency Medical Services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall quality of Emergency Medical Services (EMS)?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	341	42.6%
Satisfied	429	53.6%
Dissatisfied	22	2.8%
Very Dissatisfied	<u>8</u>	<u>1.0%</u>
	800	100.0%

Overall Percent Satisfied: 96.3%

Mean Rating: 3.38 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*I had expected faster arrival times when called.
 It's just the pricing that is a problem for me.*

Police Department Services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall quality of Police Department services?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	260	32.5%
Satisfied	467	58.4%
Dissatisfied	65	8.1%
Very Dissatisfied	<u>8</u>	<u>1.0%</u>
	800	100.0%

Overall Percent Satisfied: 90.9%

Mean Rating: 3.22 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

They concentrate on the wrong things, staying busy with traffic infractions.

They do poor police work when it comes to solving lesser crimes.

When my office was vandalized, they refused to investigate since it wasn't violent. I had evidence and video footage. They lied on their reports and refused to view my footage.

Their response times are too long.

They focus too much on traffic violations instead of real crime.

When there were home robberies, the police were around temporarily. One family was victimized twice. The police did not provide any followup.

The traffic police are horrible; they have bad attitudes.

I had people break into my house multiple times. When the police found out I wasn't hurt and had insurance, they stopped the investigation. They made no effort to find the perp.

The police broke into my house and then offered no explanation.

As best I can tell, they don't do much.

Someone stole money from me and ran off. He dropped some of my money in the yard, and I saw the police officer pocket my money. I've had 3-4 break-ins.

Police Visibility

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the level of police visibility in Newport News?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	227	28.4%
Satisfied	454	56.8%
Dissatisfied	111	13.9%
Very Dissatisfied	<u>8</u>	<u>1.0%</u>
	800	100.0%

Overall Percent Satisfied: 85.1%

Mean Rating: 3.13 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

We need more police patrols Downtown.

I think there is a shortage of police officers.

There is not enough visibility, especially in high-crime areas.

There should be more of a presence to serve as a deterrent.

I just don't see enough of them.

In parts of Newport News they are there, but elsewhere they are not. I guess I'm dissatisfied about that.

Combat Gang Activity

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's work to combat gang activity?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	65	8.4%
Satisfied	443	57.1%
Dissatisfied	227	29.3%
Very Dissatisfied	<u>41</u>	<u>5.3%</u>
	776	100.0%

Overall Percent Satisfied: 65.5%

Mean Rating: 2.69 (n=776)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Twenty-four people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*We have a lot of shootings -- almost every day.
 The laws need to be tougher on gangs. Put them away when they do felonies.
 I still see the gangs out and about.
 I don't know what they are doing, but it isn't working.
 They need more help to deal with gangs.
 The gangs aren't being put in jail.
 There are too many shootings.
 There is still too much crime. I don't know what they are doing to resolve gang problems.
 There are too many gunshots Downtown. I think it's gang activity.
 In Courthouse Green, they have lots of gangs.
 We need to provide more engaging opportunities for youth so they won't be drawn to gangs.*

Preventing Crime

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's efforts to prevent crime?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	73	9.2%
Satisfied	441	55.8%
Dissatisfied	231	29.2%
Very Dissatisfied	<u>45</u>	<u>5.7%</u>
	790	100.0%

Overall Percent Satisfied: 65.1%

Mean Rating: 2.69 (n=790)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Ten people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*I don't feel the Police Department is financially supported enough.
 They focus too much on traffic citations instead of addressing real crime.
 I haven't seen it, so I guess there should be more.
 Do more patrolling on local streets, not just major roads.
 There is just too much crime; they need more police officers.
 Officers show blatant disregard for others' points of view.
 Nothing seems to be getting done. The poor kids are being murdered.
 Certain areas receive less attention than others.
 I don't think they do enough, given the crime we have around here.
 I'm frustrated with the police and the crime rate. On my way to work every morning, I see prostitutes and homeless people begging for money.
 Our strength is not in preventing crime; we just deal with it when it happens.
 Daily murders. We get emails on it. There are daily break-ins and car thefts, even in nice neighborhoods.
 I don't have faith that the police can solve the problems in some of the bad areas.
 We need activities so kids won't be bored and misbehave. It isn't just petty crime - sometimes it's murder. These kids need two parents and more activities.
 The City should have programs to teach kids about crime prevention. That's where it matters.*

Recreation Programs/Facilities

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall quality of the City's recreation programs and facilities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	182	23.0%
Satisfied	492	62.0%
Dissatisfied	103	13.0%
Very Dissatisfied	<u>16</u>	<u>2.0%</u>
	793	100.0%

Overall Percent Satisfied: 85.0%

Mean Rating: 3.06 (n=793)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Seven people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The rec options are too expensive.

There's not enough here for the kids to do.

Virginia typically has better-looking parks and recreation facilities than we have.

I guess I have to attribute it to poor leadership in the department.

For fishing, the upkeep is bad in comparison to Williamsburg.

I wish there were more rec programs. Also, clean up the beaches.

The First Step program focuses on income and it shouldn't.

There aren't many places to hold functions for the children or enough things for them to do.

The only thing I am dissatisfied with is the structures. We need to update them.

The kids just don't have enough to do. Not enough services are offered.

I'm unhappy because they tore down the Community Centers and built new ones in rich areas.

We need recreation for our youth. There is no place for teens to safely play outside. Even in the North Side of the city, there is nothing for teens to do.

Parks & Recreation Programs

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the availability of information about the parks and recreation programs?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	169	21.4%
Satisfied	473	59.9%
Dissatisfied	134	17.0%
Very Dissatisfied	<u>13</u>	<u>1.6%</u>
	789	100.0%

Overall Percent Satisfied: 81.4%

Mean Rating: 3.01 (n=789)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Eleven people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The offerings are not publicized well enough.

There is not enough marketing.

I have to find it on my own.

A lot of people don't seem to get any information.

All of the information is offered online, but not everyone has access to online resources.

We used to get fliers, but we don't get them anymore.

Well-Kept Parks

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with how well-kept the City's parks are?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	255	32.0%
Satisfied	500	62.7%
Dissatisfied	39	4.9%
Very Dissatisfied	<u>3</u>	<u>0.4%</u>
	797	100.0%

Overall Percent Satisfied: 94.7%

Mean Rating: 3.26 (n=797)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

It depends on the area. I see broken equipment and trash at some parks.

The parks should all have porta-potties.

They are nice, but there are some we avoid because of sketchy individuals. At one, some older teens were trying to talk to my children.

Number of Community Events/Festivals

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the number of community events, festivals, and cultural activities in Newport News?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	190	23.8%
Satisfied	454	57.0%
Dissatisfied	134	16.8%
Very Dissatisfied	<u>19</u>	<u>2.4%</u>
	797	100.0%

Overall Percent Satisfied: 80.8%

Mean Rating: 3.02 (n=797)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

They need more activities for the kids.

They have some, but not that many.

Other cities have way more going on. Copy them.

I would like to see more festivals like in Norfolk (GreekFest, HarborFest, the Seafood Festival).

There aren't that many here. People would go to them if we had more.

I am dissatisfied with the fact that they have ignored the Virginia War Museum.

That One City Marathon is a disruption. You can't get by on the streets or access businesses.

Quality of Community Events/Festivals

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the quality of community events, festivals, and cultural activities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	158	19.8%
Satisfied	529	66.4%
Dissatisfied	100	12.5%
Very Dissatisfied	<u>10</u>	<u>1.3%</u>
	797	100.0%

Overall Percent Satisfied: 86.2%

Mean Rating: 3.05 (n=797)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*Many events specifically target one particular group, rather than the general public.
 I'd like to see a little nicer events.
 Spend a little more money and it will be an investment.*

Appearance of City Buildings/Facilities

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall appearance of City-owned buildings and facilities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	113	14.2%
Satisfied	576	72.3%
Dissatisfied	100	12.5%
Very Dissatisfied	<u>8</u>	<u>1.0%</u>
	797	100.0%

Overall Percent Satisfied: 86.4%

Mean Rating: 3.00 (n=797)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*I see lots of old City buildings around.
 They seem to not use many of their buildings. Empty real estate looks bad.
 Downtown isn't appealing. Let's re-develop it.*

Taste/Quality of Tap Water

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the taste and quality of your tap water?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	152	19.1%
Satisfied	476	59.7%
Dissatisfied	135	16.9%
Very Dissatisfied	<u>34</u>	<u>4.3%</u>
	797	100.0%

Overall Percent Satisfied: 78.8%

Mean Rating: 2.94 (n=797)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The water is off-color and sometimes has a funny taste.

It does have a foul odor sometimes.

Well, I won't drink it. But, I'm kinda fussy.

There has been a noticeable change in the smell, color, and mineral deposits in the past year.

I just don't like it; it tastes nasty.

The color of our water is sometimes dark.

It doesn't taste clean or good.

It seems like it's sometimes dirty.

I haven't drunk it in 14 years. I won't.

If the price keeps going up, we won't be able to drink it.

We just use a water filter to make it palatable, but it certainly could be better.

Protecting the Environment

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's efforts to protect the environment and natural resources?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	102	13.0%
Satisfied	554	70.8%
Dissatisfied	103	13.2%
Very Dissatisfied	<u>23</u>	<u>2.9%</u>
	782	100.0%

Overall Percent Satisfied: 83.9%

Mean Rating: 2.94 (n=782)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Eighteen people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*We have too few LED and solar buildings.
 They are cutting down too many trees to build shopping centers. Stop that and start to re-use existing properties.
 They keep cutting down trees to build new buildings.
 Well, I have to walk my trash 15 feet to the dump.
 We have had bacteria at the beaches.
 They are too quick to cut down trees to add a shopping center.*

Tall Grass/Litter/Poorly Maintained Properties

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's handling of problems related to tall grass, litter, or poorly maintained properties?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	73	9.2%
Satisfied	461	58.1%
Dissatisfied	210	26.5%
Very Dissatisfied	<u>49</u>	<u>6.2%</u>
	793	100.0%

Overall Percent Satisfied: 67.3%

Mean Rating: 2.70 (n=793)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Seven people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*We don't get much information on what they're doing, so I judge it on what I see out there.
 There is too much high grass.*

I still see trash in the streets and some grass that is too high.

It takes a long time for the City to show up to maintain vacant lots and deteriorating places.

The codes aren't enforced on vacant buildings or homes. They just sit in decay.

The transformer behind my house is uncovered and unsafe.

It's really my homeowners association; I pay to live here and they still don't do anything.

I have to take and send photos before anyone does anything.

Back when I came here, it was small and quiet. I moved to Ashton Green and it was clean. Now, it isn't and we have trash everywhere.

Pride in our city varies by neighborhood. I'd like the streets and houses to be nicer. When it isn't, you know not to go there for your safety.

Trash & Recycling Services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's trash and recycling services?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	196	24.7%
Satisfied	489	61.5%
Dissatisfied	92	11.6%
Very Dissatisfied	<u>18</u>	<u>2.3%</u>
	795	100.0%

Overall Percent Satisfied: 86.2%

Mean Rating: 3.09 (n=795)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Five people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

Go back to weekly pick-up.

They are not specific with the details of how and what to recycle.

We need weekly recycling pick-up.

Sometimes, they don't pick up any of the trash on our street.

We need more frequent recycling and trash services during the week.

Employees don't always handle trash collection the way they should. They are messy.

They give fines for taking the trash out on the wrong day.

I wish they picked up every week because my recycling fills up more quickly than my trash.

They broke up a hunk of the curb when they took the trash. It has been broken for a year or more. I have called about it, but nothing happens.

Trash collection is fine, but the recycling frequency is not enough.

I wish the recycling was weekly.

City Sewer Services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the quality of the City's sewer services?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	129	16.2%
Satisfied	584	73.5%
Dissatisfied	68	8.6%
Very Dissatisfied	<u>14</u>	<u>1.8%</u>
	795	100.0%

Overall Percent Satisfied: 89.7%

Mean Rating: 3.04 (n=795)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Five people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The water is too expensive and that makes the sewer fee higher.
 Some pipes still back-up.
 There are not enough drains in my neighborhood.
 Our sewer drains back up frequently from problems on the City's side of things.
 We need screens on the storm drains.
 I'm very dissatisfied with the storm drains and how it causes flooding.
 The cost of water and sewage has really increased.
 How many more ways can we be charged for wastewater management? It is ridiculous.

Overall Feeling of Safety

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your overall feeling of safety in the city?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	76	9.5%
Satisfied	487	60.9%
Dissatisfied	193	24.1%
Very Dissatisfied	<u>44</u>	<u>5.5%</u>
	800	100.0%

Overall Percent Satisfied: 70.4%

Mean Rating: 2.74 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

There is just too much crime on the news.

For years, I never had problems. Recently, I feel a need to be more cautious since crime has gone up.

There are some dangerous places here now. We simply need more police.

Crime is too high, and it just keeps getting worse.

I am satisfied in my neighborhood, but not the whole city.

Crime is spreading more throughout the city, not just in isolated places.

I felt safer in York County. Here, you can't go out to eat or to church without worrying.

So many neighborhoods are bad and full of crime. I just hate to go out.

I have had a break-in myself. Multiple cars were broken into in the neighborhood. It's a regular thing now.

In the Southeast, I'd be dissatisfied, but in the North End I'd be satisfied.

There were shots outside my apartment the other night. I was scared for myself and my kids. It seldom happens, but it is terrifying, and we're in a gated community.

One old school teacher used to play music through her window on Sunday; now it's not safe to open your window.

Safe in Neighborhood 6 to 10 p.m.

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your feeling of safety when walking in your neighborhood from 6 to 10 p.m. in the evening?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	160	20.0%
Satisfied	406	50.8%
Dissatisfied	194	24.3%
Very Dissatisfied	<u>40</u>	<u>5.0%</u>
	800	100.0%

Overall Percent Satisfied: 70.8%

Mean Rating: 2.86 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

While parts are safe, I have concerns in other areas, but maybe not until after 9 p.m.

I wouldn't go out that late (10 p.m.) as I am 70 years old.

Some specific areas in my neighborhood have had frequent shootings.

I sense danger at that time of day.

It's not as safe as it was years ago. I now carry a gun with me everywhere.

As long as we are armed, I feel safe, but otherwise not.

I worry when I walk to the Seven-Eleven. I go there to cash my checks at the ATM. Someone got robbed there. Another person waiting to go to work at the bus stop was shot at 6 a.m.

Safe in Commercial Areas 6 to 10 p.m.

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your feeling of safety in commercial or business areas from 6 to 10 p.m. in the evening?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	63	7.9%
Satisfied	443	55.4%
Dissatisfied	264	33.0%
Very Dissatisfied	<u>29</u>	<u>3.6%</u>
	799	100.0%

Overall Percent Satisfied: 63.3%

Mean Rating: 2.68 (n=799)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: One person is not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*I feel I need to be cautious because of the potential for crime.
 It's just not safe at 10 p.m. I carry a gun with me.
 My business on Jefferson Ave. has been broken into and vandalized several times. So, no, I do not feel safe in commercial or business areas at 10 p.m.
 Some people cause fights or maybe steal things.
 Lots of things happen between 6 -10 p.m. in certain neighborhoods.*

Resources for Seniors

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the resources for seniors to help them continue to live independently?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	69	8.9%
Satisfied	536	69.0%
Dissatisfied	149	19.2%
Very Dissatisfied	<u>23</u>	<u>3.0%</u>
	777	100.0%

Overall Percent Satisfied: 77.9%

Mean Rating: 2.84 (n=777)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Twenty-three people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

There are not enough resources for our seniors.

Virginia, in general, is not good at providing services for the elderly.

No tax relief for the elders and there should be.

The stores seem to have nothing for those with limited mobility, meaning the handicapped shoppers.

There aren't enough assisted living communities.

Services aren't available for those who don't have money to pay for those services.

There are just not enough good resources and the people who use it say bad things.

Young people are so disrespectful. The elderly need to feel safe and comfortable.

They need more things for people who are older and have a disability as well.

We need more services and stuff for seniors to do.

I feel they do not offer enough. If it was not for myself and Life Alert my mom would not have much.

I am very dissatisfied. They have a service to take seniors to the market, and it costs \$3 going and coming.

I didn't even know we had any, so I'm not happy about that.

Social Services for Families

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with social services for families including child welfare and protective services and help for needy residents?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	62	8.0%
Satisfied	522	67.4%
Dissatisfied	156	20.2%
Very Dissatisfied	<u>34</u>	<u>4.4%</u>
	774	100.0%

Overall Percent Satisfied: 75.5%

Mean Rating: 2.79 (n=774)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Twenty-six people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*I hear they have very slow turn-around times. Maybe they are overworked or understaffed.
 There should be more communication about the various options so more people can use them.
 I'm a foster mom for children with behavioral problems. One child was given back to his mom and he is now incarcerated. While with me, they are all Honor Roll students. It is sad.
 We have so many problems in the East End.
 Most service-providers are private, not actually part of the City, so everyone seems like just a number.
 There is considerable unfairness toward men with respect to divorce.
 One situation took too long to resolve. It was a serious conflict that needed immediate attention.
 There are too many services available only to a specific population. Make it broader.
 They give out too much money and benefits to people who are actually capable of working.
 The wait times for different social services are ridiculous.
 We simply have too much poverty, so it's an overburdened system.
 Particularly for teenage parents, there are almost no services.
 My friend hasn't been getting the help she needs.
 They should require drug testing since people abuse the system. Things should not be handed out on a silver platter. (I realize that some can't live without help.)
 They do give assistance to many, but some of those who need it don't get any help.*

Resources to Prepare School Children

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the resources for Newport News school children to prepare them to go to college, get jobs, or enter the military?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	98	12.5%
Satisfied	471	59.8%
Dissatisfied	168	21.3%
Very Dissatisfied	<u>50</u>	<u>6.4%</u>
	787	100.0%

Overall Percent Satisfied: 72.3%

Mean Rating: 2.78 (n=787)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Thirteen people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The City does a poor job with the schools because our kids need more.

There are just not enough resources.

A lot of our City schools are not currently accredited. That's a big problem in my mind.

The schools need more funding to really be successful.

They focus too much on standardized testing.

We need a large place so we can host high school graduations and extracurricular activities.

SOLs are a waste. We shouldn't base the kids' futures on a test.

The accreditation of our schools is always in question; the local schools aren't that great.

The thing is, some of our kids need more remedial assistance and they are not getting what they need in the early years. Then, they're not ready when they ultimately graduate.

I don't understand -- I buy Lottery tickets and that money was supposed to go to the schools. They are closing schools and laying off teachers. I guess the money doesn't go to the schools.

Quality of Public Schools

Overall, how do you feel about the quality of the City's public schools? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	84	10.6%
Satisfied	438	55.3%
Dissatisfied	193	24.4%
Very Dissatisfied	<u>77</u>	<u>9.7%</u>
	792	100.0%

Overall Percent Satisfied: 65.9%

Mean Rating: 2.67 (n=792)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Eight people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*A lot are not accredited and are below average. Too much time is spent prepping for tests.
 The few resource classes are just not enough to help our children.
 We do a poor job of teaching kids what they need to learn. The schools need more funding.
 The standardized testing is too frequent, and the schools are underfunded.
 I pulled my kids out to homeschool them because I felt it was a bad system.
 Get rid of the Superintendent. We must do better.
 The accreditation of many schools was lost. The kids have not kept up.
 The overall rating of the City's schools is on the low side. Like maybe a 1 out of 5.
 Lack of good education at the elementary and secondary levels is the problem.
 I see how my 12-year-old son's demeanor changed now that he attends public school. He is a product of bad influences in the schools. He has become more like the hood kids.
 There are many problems with discipline and teachers' hands are tied in managing problem kids. That puts everyone at risk.
 There is bullying and the teachers are helpless. Kids on the bus hit and tease. We tell the teacher and the principal, and they fix it for a few days. This is all so wrong.
 The kids are bad. Back in my day, we weren't allowed to do half of the stuff kids do now.
 My children are out of school, but from what I hear there are major discipline issues.
 I'm dissatisfied with the bus system. The children arrive home late frequently.
 My kids were teaching the other kids. That's pathetic.
 Both Carver Elementary and Crittenden Middle Schools have a huge bullying problem.
 It's probably not the school administration's fault, but it is the public's perception.
 I have two children with autism and they do not get a good education; the schools need a bigger budget.
 My daughter's junior high school doesn't give homework anymore because "the students don't do it." She has a class where they just watch movies, to what end I have no clue.
 How as a parent am I held accountable for my child, when I reach out for services and got no help through the school system?
 Problems with discipline take away from learning. We need to work on student behavior.
 Not enough personnel for the classrooms.*

Public Libraries

Overall, how do you feel about the Newport News Public Libraries? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	211	26.7%
Satisfied	545	68.9%
Dissatisfied	30	3.8%
Very Dissatisfied	<u>5</u>	<u>0.6%</u>
	791	100.0%

Overall Percent Satisfied: 95.6%

Mean Rating: 3.22 (n=791)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Nine people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

Some parts of town have nice libraries, but not near me.

The Martha Woodroof Hiden Memorial Virginia Room at the Main Street Public Library cut their hours due to budget cuts.

We need more time to utilize those resources.

The library's computer room is not big enough.

Development Projects

Think of how the land within Newport News has been developed in recent years. Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with these new projects?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	113	14.2%
Satisfied	428	53.8%
Dissatisfied	198	24.9%
Very Dissatisfied	<u>57</u>	<u>7.2%</u>
	796	100.0%

Overall Percent Satisfied: 68.0%

Mean Rating: 2.75 (n=796)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Four people are not included in this table because they could not rate this item.

Misc. remarks about being dissatisfied:

They are building more shopping centers and ignoring the related traffic issues.
The Tech Center traffic problem is horrible. It was not well-planned.
They put too much in density in some areas and the city suffers. Old shopping centers just sit empty while we build new spaces.
I'm disappointed with Tech Center at Oyster Point. Previously used sites should be rebuilt instead of using new, green spaces.
The new development is causing a decline in the use of otherwise empty properties.
I feel unhappy because of the resulting traffic and busy roads.
Traffic caused by these new developments is a big problem.
The City did development near my neighborhood and left a huge hole in the ground.
We suffer from over-development in some areas.
Because we have minimal green space, we should re-purpose used land first before clearing lots for new development.
Do better spreading these development projects throughout the city.
We allow way too much development while having far too many empty buildings. Use the empty buildings first.
I am dissatisfied with the way CNU is taking over the community.
They are not reusing space properly and are just tearing down beautiful trees.
Frankly, we have too many shopping centers.
Don't build new shopping centers where there are empty businesses already available. They leave vacancies and build near-identical new ones.
I feel that the City isn't taking advantage of the opportunities to develop in the East End and would rather develop in the nicer areas, which leads to a negative view of the area.
They built a lot of new shopping centers, but we have so many that are abandoned. Why not use the old land again? Maybe even some of the shells of the buildings could be re-purposed.
Ridley Circle and Aqua Vista Apartments need to be torn down.
They seem to have forgotten about the area by the military bases, especially the Denbigh area that has a ton of empty shops. Focus on where it will benefit the community more.
Denbigh is absolutely going to waste. So many vacant business. Visitors see Denbigh, and it leaves a bad opinion of the city.
Newport News has great development potential if we would stop the in-fighting with government.
Do not do things that reflect so poorly on us (e.g., Wegmans quibbling).
Stop bickering among yourselves. It looks bad and creates newspaper headlines.
There should be a parking garage at the new Tech Center.

City's Communication Efforts

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's communication efforts to keep residents informed about City services, projects, and meetings?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	118	14.8%
Satisfied	481	60.1%
Dissatisfied	179	22.4%
Very Dissatisfied	<u>22</u>	<u>2.8%</u>
	800	100.0%

Overall Percent Satisfied: 74.9%

Mean Rating: 2.87 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

I can't think of anything they communicated to me, so I guess I'm not happy with that.

I never see anything about anything that's going on in our city.

I never hear about anything going on.

Many things are planned behind closed doors and they don't communicate those things to us.

I never hear about anything that is going on.

Let more people know about the 311 number. Put it on billboards, radio, and TV since no one knows about it.

I wish they had the meetings somewhere mid-city where everyone could go. A lot of people do not go to City Council meetings because of the time and location.

The Newport News TV channel is good, but it moves too fast and the information is too small (the info would be useful).

City's Website

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's website, www.NNVA.gov?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	146	20.2%
Satisfied	521	72.2%
Dissatisfied	50	6.9%
Very Dissatisfied	<u>5</u>	<u>0.7%</u>
	722	100.0%

Overall Percent Satisfied: 92.4%

Mean Rating: 3.12 (n=722)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Seventy-eight people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The website is not as good for residents; it's just designed for visitors.

It is just not very user-friendly.

Seems not intuitive or user-friendly.

The website isn't terrible; it's just hard to predict where to find things.

It is pretty hard to navigate.

Well, I didn't know there was a website, so I can't exactly be satisfied with it. Whatever we have, it needs to be well-communicated.

I went there to check the value of some houses around me and it was kinda hard to find that.

The website never works like it should.

Availability of Sidewalks

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the availability of sidewalks in the city?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	73	9.1%
Satisfied	497	62.1%
Dissatisfied	195	24.4%
Very Dissatisfied	<u>35</u>	<u>4.4%</u>
	800	100.0%

Overall Percent Satisfied: 71.3%

Mean Rating: 2.76 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

There are not that many sidewalks. We need more.

There are just not enough.

The city needs more sidewalks.

Some of our communities do not have them, so people have to walk in the street.

There really aren't enough throughout the city.

We need more sidewalks.

On Eastwood near Bland and in Lucas Creek, we need more sidewalks.

It's dangerous when the kids have to walk in the street.

We live near Ft. Eustis and the Pepsi Plant, and there are NO sidewalks. People have been struck and killed by vehicles.

There are just not enough.

There are none.

When kids are walking to school with no sidewalks, drivers do not slow down and this puts the children and any other pedestrians at risk. It's just dangerous.

We really need more sidewalks.

Condition of Sidewalks

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall condition of the sidewalks?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	74	9.3%
Satisfied	544	68.0%
Dissatisfied	166	20.8%
Very Dissatisfied	<u>16</u>	<u>2.0%</u>
	800	100.0%

Overall Percent Satisfied: 77.3%

Mean Rating: 2.85 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

The sidewalks are broken and unserviceable.

We need nice sidewalks. We've never had nice ones.

I ride my bike at 15-18 mph, which is an inappropriate speed to ride on the sidewalks. We do ride on sidewalks, but it's too fast for pedestrians, walking, or running, so we need bike lanes.

They do not have many sidewalks and what we have are a big mess.

Condition of City Streets

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall condition of City streets, excluding Interstates?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	43	5.4%
Satisfied	450	56.3%
Dissatisfied	265	33.1%
Very Dissatisfied	<u>42</u>	<u>5.3%</u>
	800	100.0%

Overall Percent Satisfied: 61.6%

Mean Rating: 2.62 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

We are not properly maintaining our roads.

I see lots of trouble with potholes opening up in intersections.

There are too many potholes.

They need to work on the roadways.

So many potholes.

I guess they are spending my money on other things. The roads are not good.

They can't seem to fix the potholes or sewer covers efficiently.

Too many potholes pop up and are not filled.

Fix the potholes. The railroad crossing at Industrial and Jefferson sucks.

Traffic Flow on City Streets

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the traffic flow on City streets, excluding Interstates?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	23	2.9%
Satisfied	366	45.9%
Dissatisfied	300	37.6%
Very Dissatisfied	<u>109</u>	<u>13.7%</u>
	798	100.0%

Overall Percent Satisfied: 48.7%

Mean Rating: 2.38 (n=798)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Two people are not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

*In the afternoon, there are so many people driving. It's crazy.
 Just look at Jefferson Blvd.
 The traffic doesn't flow well.
 It's a result of widening I-64.
 I see congestion all of the time.
 Traffic is really a headache.
 Traffic at rush hour(s) is terrible.
 Overall, traffic is bad here, but it's worse in Virginia Beach.
 Near the end of Denbigh at Fort Eustis Boulevard the side streets are horrible.*

Timing of Traffic Signals

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the timing of traffic signals to facilitate traffic flow?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	42	5.3%
Satisfied	490	61.3%
Dissatisfied	215	26.9%
Very Dissatisfied	<u>53</u>	<u>6.6%</u>
	800	100.0%

Overall Percent Satisfied: 66.5%

Mean Rating: 2.65 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

Traffic flow is horrible. Work on that.

The timing and directional lights are terrible.

I have to wait about three minutes sometimes.

I wish there was more coordination on Route 60.

I have been fighting with the City and the police. I am afraid of crossing. There are two green lights and a walk light at one time. What the hell, are you stupid?! They just say, "This is the way Newport News does it."

Hampton Roads Parkway's yield lane intersects Harpersville Rd. at a right hand lane. It needs a light because it's hard for us to make left hand turns.

Street Lighting

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied in terms of having enough street lighting in the city?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	62	7.8%
Satisfied	524	65.5%
Dissatisfied	183	22.9%
Very Dissatisfied	<u>31</u>	<u>3.9%</u>
	800	100.0%

Overall Percent Satisfied: 73.3%

Mean Rating: 2.77 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

We definitely need more lights.

There is ample lighting on Interstates, but not neighborhoods.

Not enough lighting.

We just need more.

We've never had adequate street lighting and I think we deserve it. It's a safety issue.

No street lights, no drains.

When it comes to lighting, more is better. We need more.

From Ed Wright Lane to Casey Chevrolet, it is impossible to drive in the rain or fog because the streetlights do not shine on the streets and they are dim.

The one in our neighborhood is old and does not put out enough light.

Landscaping in Medians/Along Roads

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the appearance of landscaping in medians and along roadways?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	111	13.9%
Satisfied	588	73.5%
Dissatisfied	86	10.8%
Very Dissatisfied	<u>15</u>	<u>1.9%</u>
	800	100.0%

Overall Percent Satisfied: 87.4%

Mean Rating: 2.99 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*Better assess the placement of bushes because they can block drivers' line of sight when turning.
 It all needs work; it's not appealing.
 They wasted money on the sculptures they placed throughout the city.
 There is a notable disarray and lack of cleanliness at drainage ditches and pooled lake areas.*

Your Neighborhood Streets

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the condition of the streets in your neighborhood?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	108	13.5%
Satisfied	488	61.0%
Dissatisfied	174	21.8%
Very Dissatisfied	<u>30</u>	<u>3.8%</u>
	800	100.0%

Overall Percent Satisfied: 74.5%

Mean Rating: 2.84 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

Our streets are not kept up like they used to be.

It has been a long time since they have done maintenance.

Our roads do need work.

I see huge potholes and some signs are missing.

It's hard to maintain so many miles of pavement. But, it's a bigger job if you let the potholes get out of hand. What can be done to deal with this? Do you need more money?

There are a lot of holes in the streets. They do repair the holes, but when it rains, the holes just reappear.

Cleanliness of Your Neighborhood

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall cleanliness of your neighborhood?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	170	21.3%
Satisfied	507	63.4%
Dissatisfied	103	12.9%
Very Dissatisfied	<u>20</u>	<u>2.5%</u>
	800	100.0%

Overall Percent Satisfied: 84.6%

Mean Rating: 3.03 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

A lot of trash seems to build up.

We've seen a real decline in the neighborhood.

People don't properly dispose of their litter.

Properties in decay tell others not to care, and it spirals downward. Stop decay by getting people enthusiastic about repairing their homes. Do grants for older people or something to encourage them.

Too many people in my neighborhood don't bother to clean up anything. Drivers toss litter out of their cars. People don't clean up after their pets, either.

My dissatisfaction is with the City. Thanks to the association I belong to, we take care of it, but with no thanks to the City.

Trash pick up services drop a lot of loose trash on pick up days.

Overall Quality of Life

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your overall quality of life in Newport News?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	175	21.9%
Satisfied	523	65.4%
Dissatisfied	86	10.8%
Very Dissatisfied	<u>16</u>	<u>2.0%</u>
	800	100.0%

Overall Percent Satisfied: 87.3%

Mean Rating: 3.07 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

*There is not enough entertainment when compared to Norfolk or Virginia Beach.
 We would have never moved here if I had a choice.
 I'd really rather live somewhere else.
 The worst mistake of my life was moving here.*

Overall Rating of City Services

Overall, how would you rate the quality of City services? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	121	15.1%
Satisfied	593	74.2%
Dissatisfied	75	9.4%
Very Dissatisfied	<u>10</u>	<u>1.3%</u>
	799	100.0%

Overall Percent Satisfied: 89.4%

Mean Rating: 3.03 (n=799)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: One person is not included in this table because they felt they could not rate this item.

Misc. remarks about being dissatisfied:

The services appear to be good until you need them.

Police officers, fire fighters, and other city employees are okay, but not the people at the top. They are imbeciles.

We're not focused on the City's old core values. Morgan, the former Manager, knew what was important to people. It's not always better to bring in someone from far away.

I'm dissatisfied that the City didn't consult Council before changing the waterworks symbol.

Customer Service from City Employees

Overall, how would you rate the customer service you receive from City employees? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	150	18.8%
Satisfied	567	70.9%
Dissatisfied	66	8.3%
Very Dissatisfied	<u>17</u>	<u>2.1%</u>
	800	100.0%

Overall Percent Satisfied: 89.6%

Mean Rating: 3.06 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

They were not helpful or friendly to me.

Value for My Tax Dollars

Overall, how would you rate the value you receive for your City tax dollars? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	52	6.5%
Satisfied	510	63.8%
Dissatisfied	193	24.1%
Very Dissatisfied	<u>45</u>	<u>5.6%</u>
	800	100.0%

Overall Percent Satisfied: 70.3%

Mean Rating: 2.71 (n=800)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

Misc. remarks about being dissatisfied:

I feel that way because of the schools and roadways.

My property tax is too high.

More money needs to go to the schools and important City projects.

The real estate and property taxes are high.

My tax dollars are wasted on things that aren't important.

I think my money is being wasted.

My property taxes pay for a bunch of services for people who choose not to work. That raises my taxes.

Both my car and property taxes are too expensive.

Satisfaction With City Services/Characteristics: A Re-Grouped Summary Table

(In descending order by most satisfied)

Overall, are you Satisfied (“Very Satisfied” + “Satisfied”) or Dissatisfied (“Very Dissatisfied” + “Dissatisfied”) with (fill in) ?

	<u>Satis.</u>	<u>Dissatis.</u>	<u>Total</u>	<u>(n=)</u>
The overall quality of Fire Department services	98.0%	2.0%	100%	800
The overall quality of Emergency Medical Services (EMS)	96.3%	3.8%	100%	800
The Newport News Public Libraries	95.6%	4.4%	100%	791
How well-kept the City's parks are	94.7%	5.3%	100%	797
The City's website, www.NNVA.gov	92.4%	7.6%	100%	722
The overall quality of Police Department services	90.9%	9.1%	100%	800
The quality of the City's sewer services	89.7%	10.3%	100%	795
The customer service you receive from City employees	89.6%	10.4%	100%	800
The quality of City services	89.4%	10.6%	100%	799
The number of places in Newport News to shop	87.5%	12.5%	100%	800
The appearance of landscaping in medians and along roadways	87.4%	12.6%	100%	800
Your overall quality of life in Newport News	87.3%	12.8%	100%	800
The number of restaurants	86.9%	13.1%	100%	800
The overall appearance of City-owned buildings and facilities	86.4%	13.6%	100%	797
The City's trash and recycling services	86.2%	13.8%	100%	795
The quality of community events, festivals, and cultural activities	86.2%	13.8%	100%	797
The level of police visibility in Newport News	85.1%	14.9%	100%	800
The overall quality of the City's recreation programs and facilities	85.0%	15.0%	100%	793
The overall cleanliness of your neighborhood	84.6%	15.4%	100%	800
The City's efforts to protect the environment and natural resources	83.9%	16.1%	100%	782
Your neighborhood as a place to live	82.6%	17.4%	100%	800
The availability of information about the parks and recreation programs	81.4%	18.6%	100%	789
The number of community events, festivals, and cultural activities	80.8%	19.2%	100%	797
The overall appearance of the city	80.6%	19.4%	100%	800
Your feeling of connection to the community	80.1%	19.9%	100%	800
The taste and quality of your tap water	78.8%	21.2%	100%	797

(Percentages Read Horizontally)

(cont'd)

**Satisfaction With City Services/Characteristics:
A Re-Grouped Summary Table (cont'd)**
(In descending order by most satisfied)

Overall, are you Satisfied (“Very Satisfied” + “Satisfied”) or Dissatisfied (“Very Dissatisfied” + “Dissatisfied”) with (fill in) ? (cont'd)

	<u>Satis.</u>	<u>Dissatis.</u>	<u>Total</u>	<u>(n=)</u>
The resources for seniors to help them continue to live independently	77.9%	22.1%	100%	777
Newport News as a place for leisure activities	77.8%	22.3%	100%	800
The overall condition of the sidewalks	77.3%	22.8%	100%	800
Social services for families incl. child welfare and protective services and help for needy residents	75.5%	24.5%	100%	774
The City's communication efforts to keep residents informed about City services, projects, and meetings	74.9%	25.1%	100%	800
The condition of the streets in your neighborhood	74.5%	25.5%	100%	800
The availability of entertainment or things to do	73.8%	26.3%	100%	800
Having enough street lighting in the city	73.3%	26.8%	100%	800
The resources for school children to prepare them to go to college, get jobs, or enter the military	72.3%	27.7%	100%	787
Newport News as a place to raise children	71.4%	28.6%	100%	800
The availability of sidewalks in the city	71.3%	28.8%	100%	800
Your feeling of safety when walking in your neighborhood from 6 to 10 p.m.	70.8%	29.3%	100%	800
Your overall feeling of safety in the city	70.4%	29.6%	100%	800
The value you receive for your City tax dollars	70.3%	29.8%	100%	800
The new projects where the land within Newport News has been developed in recent years	68.0%	32.0%	100%	796
The City's handling of problems related to tall grass, litter, or poorly maintained properties	67.3%	32.7%	100%	793
Newport News in terms of job opportunities	66.6%	33.4%	100%	793
The timing of traffic signals to facilitate traffic flow	66.5%	33.5%	100%	800
The quality of the City's public schools	65.9%	34.1%	100%	792
Newport News as a place to retire	65.8%	34.3%	100%	800
The City's work to combat gang activity	65.5%	34.5%	100%	776
The City's efforts to prevent crime	65.1%	34.9%	100%	790
Your feeling of safety in commercial or business areas from 6 to 10 p.m.	63.3%	36.7%	100%	799
The overall condition of City streets, excluding Interstates	61.6%	38.4%	100%	800
The traffic flow on City streets, excluding Interstates	48.7%	51.3%	100%	798

(Percentages Read Horizontally)

Average Satisfaction Ratings for City Services/Characteristics: A Summary Table

(In descending order)

Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with fill in ?

	<u>Average Rating</u>	<u>(n=)</u>
The overall quality of Fire Department services	3.43	800
The overall quality of Emergency Medical Services (EMS)	3.38	800
How well-kept the City's parks are	3.26	797
The overall quality of Police Department services	3.22	800
The Newport News Public Libraries	3.22	791
Your neighborhood as a place to live	3.16	800
The number of restaurants	3.16	800
The level of police visibility in Newport News	3.13	800
The City's website, www.NNVA.gov	3.12	722
The number of places in Newport News to shop	3.11	800
The City's trash and recycling services	3.09	795
Your overall quality of life in Newport News	3.07	800
The customer service you receive from City employees	3.06	800
The overall quality of the City's recreation programs and facilities	3.06	793
The quality of community events, festivals, and cultural activities	3.05	797
The quality of the City's sewer services	3.04	795
The overall cleanliness of your neighborhood	3.03	800
The quality of City services	3.03	799
The number of community events, festivals, and cultural activities	3.02	797
The availability of information about the parks and recreation programs	3.01	789
The overall appearance of City-owned buildings and facilities	3.00	797
The appearance of landscaping in medians and along roadways	2.99	800
The City's efforts to protect the environment and natural resources	2.94	782
The taste and quality of your tap water	2.94	797
Your feeling of connection to the community	2.93	800
The overall appearance of the city	2.90	800
Newport News as a place for leisure activities	2.88	800
The availability of entertainment or things to do	2.88	800
The City's communication efforts to keep residents informed about City services, projects, and meetings	2.87	800
Your feeling of safety when walking in your neighborhood from 6 to 10 p.m.	2.86	800

(See next page for mean scale)

(cont'd)

Average Satisfaction Ratings for City Services/Characteristics: A Summary Table (cont'd)

(In descending order)

Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with (fill in) ? (cont'd)

	<u>Average Rating</u>	<u>(n=)</u>
The overall condition of the sidewalks	2.85	800
The condition of the streets in your neighborhood	2.84	800
The resources for seniors to help them continue to live independently	2.84	777
Newport News as a place to raise children	2.81	800
Social services for families incl. child welfare and protective services and help for needy residents	2.79	774
The resources for school children to prepare them to go to college, get jobs, or enter the military	2.78	787
Having enough street lighting in the city	2.77	800
The availability of sidewalks in the city	2.76	800
The new projects where the land within Newport News has been developed in recent years	2.75	796
Your overall feeling of safety in the city	2.74	800
The value you receive for your City tax dollars	2.71	800
The City's handling of problems related to tall grass, litter, or poorly maintained properties	2.70	793
Newport News in terms of job opportunities	2.70	793
Newport News as a place to retire	2.70	800
The City's efforts to prevent crime	2.69	790
The City's work to combat gang activity	2.69	776
Your feeling of safety in commercial or business areas from 6 to 10 p.m.	2.68	799
The quality of the City's public schools	2.67	792
The timing of traffic signals to facilitate traffic flow	2.65	800
The overall condition of City streets, excluding Interstates	2.62	800
The traffic flow on City streets, excluding Interstates	2.38	798

Mean Scale: 4.0 = Very Satisfied
3.0 = Satisfied
2.0 = Dissatisfied
1.0 = Very Dissatisfied

In the Past 12 Months, Did Any Member of Your Household:

...visit the City of Newport News' website, www.NNVA.gov?

	<u>Number</u>	<u>Percentage</u>
Yes	537	67.1%
No	<u>263</u>	<u>32.9%</u>
	800	100.0%

...visit a Newport News Public Library or use their online resources from home, work, or school?

	<u>Number</u>	<u>Percentage</u>
Yes	486	60.8%
No	<u>314</u>	<u>39.3%</u>
	800	100.0%

...go to a community event, festival, or cultural arts activity in Newport News?

	<u>Number</u>	<u>Percentage</u>
Yes	546	68.3%
No	<u>254</u>	<u>31.8%</u>
	800	100.0%

...go to a City park?

	<u>Number</u>	<u>Percentage</u>
Yes	638	79.8%
No	<u>162</u>	<u>20.3%</u>
	800	100.0%

...go to a Community Center in Newport News?

	<u>Number</u>	<u>Percentage</u>
Yes	335	41.9%
No	<u>465</u>	<u>58.1%</u>
	800	100.0%

Percent Satisfied with Some City Services (Users vs. Non-Users)

Are you Satisfied (“Very Satisfied” + “Satisfied”) or Dissatisfied (“Very Dissatisfied” + “Dissatisfied”) with (fill in) ?

	<u>Used Service</u>	<u>Did Not Use Service</u>
The City’s website, www.NNVA.gov	93.5% n=537	89.2% n=185
The Newport News Public Libraries	95.7% n=486	95.4% n=305
The number of community events, festivals, and cultural activities	83.2% n=546	75.7% n=251
The quality of community events, festivals, and cultural activities	89.7% n=546	78.5% n=251
The availability of information about the parks and recreation programs	82.1% n=633	78.2% n=156
How well-kept the City’s parks are	95.1% n=638	93.1% n=159

Average Ratings for Some City Services (Users vs. Non-Users)

Are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with (fill in) ?

	<u>Used Service</u>	<u>Did Not Use Service</u>
The City's website, www.NNVA.gov	3.17 ^a n=537	2.96 n=185
The Newport News Public Libraries	3.29 ^a n=486	3.10 n=305
The number of community events, festivals, and cultural activities	3.09 ^a n=546	2.88 n=251
The quality of community events, festivals, and cultural activities	3.13 ^a n=546	2.88 n=251
The availability of information about the parks and recreation programs	3.05 ^a n=633	2.85 n=156
How well-kept the City's parks are	3.32 ^a n=638	3.04 n=159

Scale: 4.0 = Very Satisfied
3.0 = Satisfied
2.0 = Dissatisfied
1.0 = Very Dissatisfied

Key: a = Users rated it sig. higher
b = Non-users rated it sig. higher

(Based on a Two-Tailed t-Test statistic.)

NOTE: "Don't know" responses were excluded.

City's Greatest Strength

WORD CLOUD:

What is Newport News' greatest strength?



This WORD CLOUD graphic representation was prepared to display the key words mentioned in response to this question. Word clouds vary the size of a word based on the number of times that key word appeared in the original text.

City's Greatest Strength

In your opinion, what is Newport News' greatest strength?

	<u>Number</u>	<u>Percentage</u>
Shipyards provide good jobs\economic benefit	74	9.3%
Lots to do here\nearby	44	5.5%
Centrally located in the region	44	5.5%
Good shopping	42	5.3%
Diverse population	38	4.8%
Friendly people	38	4.8%
Military provides good jobs\economic benefit	38	4.8%
Sense of community	30	3.8%
Attractive city	29	3.6%
Public schools are good	29	3.6%
Like my neighborhood\the neighborhoods	27	3.4%
Being near the water or beach\Water activities	24	3.0%
Jobs are available	24	3.0%
Good City services	23	2.9%
Good parks, including Newport News Park	18	2.3%
Good Police Department	16	2.0%
New construction projects	15	1.9%
Good recreational offerings	14	1.8%
Community events\activities (e.g., Community Days or One City Marathon)	14	1.8%
Rich history of the area	14	1.8%
Good City Manager\management	11	1.4%
Good restaurant variety	10	1.3%
Family-oriented\Good for families	9	1.1%
Good industrial\commercial base	9	1.1%
Good location in the state (e.g., near both the beach and mountains)	8	1.0%
Reasonable cost of living\Good economy	8	1.0%
Government is available to talk; listens and does surveys	8	1.0%
Economic Development\City works to bring in desirable businesses	8	1.0%
Quiet, quaint atmosphere	7	0.9%
CNU is an advantage	7	0.9%
Good Fire Department\EMS	7	0.9%
Community that comes together and works on common goals	6	0.8%
Good shopping and restaurants	6	0.8%

(cont'd)

City's Greatest Strength (cont'd)

In your opinion, what is Newport News' greatest strength? (cont'd)

	<u>Number</u>	<u>Percentage</u>
Churches	6	0.8%
Easy Interstate access	6	0.8%
Has museums	5	0.6%
Historical significance of old neighborhoods (e.g., Hilton Village)	5	0.6%
Near Busch Gardens, Williamsburg, and historical sites	5	0.6%
Feel safe here	5	0.6%
Good leadership that is flexible/willing to make changes	5	0.6%
Renovating the old to create the new	4	0.5%
Newport News has everything I need	4	0.5%
Good white collar jobs here, not just minimum wage jobs	4	0.5%
The airport	4	0.5%
Weather is nice	4	0.5%
Resilient community that bounces back	3	0.4%
Cultural arts	3	0.4%
The Ferguson Center	3	0.4%
Newport News is always improving	3	0.4%
Traffic isn't too bad	3	0.4%
Good public transportation	3	0.4%
The City really cares about its residents	3	0.4%
New construction around CNU	2	0.3%
Many veterans here\Good area for vets	2	0.3%
Good healthcare	2	0.3%
Varied housing stock\Plenty of multi-family	2	0.3%
Good City employees	2	0.3%
Good communication between the City and residents	1	0.1%
The Noland Trail	1	0.1%
It's a nice place to live	1	0.1%
Private school options	1	0.1%
Higher education options	1	0.1%
Reasonable taxes	1	0.1%
Stable housing values	1	0.1%
It's really all good in my opinion	1	0.1%
I'm just not happy here right now	<u>5</u>	<u>0.6%</u>
	800	100.0%

NOTE: These are grouped responses, based on the first thing the respondent said.
More detailed verbatim answers can be found in the Appendix.

Needs More Public Transit

Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with this statement:

"Newport News needs more public transit."

	<u>Number</u>	<u>Percentage</u>
Strongly Agree	187	23.4%
Agree	386	48.3%
Disagree	217	27.2%
Strongly Disagree	<u>9</u>	<u>1.1%</u>
	799	100.0%

Overall Percent Who Agree: 71.7%

Mean Rating: 2.94 (n=799)

Mean Scale: 4.0 = Strongly Agree
 3.0 = Agree
 2.0 = Disagree
 1.0 = Strongly Disagree

NOTE: One person is not included in this table because they felt they could not rate this item.

Should Become More Bike-Friendly

Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with this statement:

"The City should work to become more bike-friendly."

	<u>Number</u>	<u>Percentage</u>
Strongly Agree	198	24.8%
Agree	448	56.1%
Disagree	140	17.5%
Strongly Disagree	<u>12</u>	<u>1.5%</u>
	798	100.0%

Overall Percent Who Agree: 81.0%

Mean Rating: 3.04 (n=798)

Mean Scale: 4.0 = Strongly Agree
 3.0 = Agree
 2.0 = Disagree
 1.0 = Strongly Disagree

NOTE: Two people are not included in this table because they felt they could not rate this item.

Should Work With Regional Neighbors

Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with this statement:

"The City should work with other communities in Hampton Roads to address some of the issues that impact our region."

	<u>Number</u>	<u>Percentage</u>
Strongly Agree	304	38.0%
Agree	469	58.6%
Disagree	21	2.6%
Strongly Disagree	<u>6</u>	<u>0.8%</u>
	800	100.0%

Overall Percent Who Agree: 96.6%

Mean Rating: 3.34 (n=800)

Mean Scale: 4.0 = Strongly Agree
 3.0 = Agree
 2.0 = Disagree
 1.0 = Strongly Disagree

Agreement With Three Statements: A Re-Grouped Summary Table

(In descending order by agreement)

Do you Agree (“Strongly Agree” + “Agree”) or Disagree (“Strongly Disagree” + “Disagree”) with this statement:

	<u>Agree</u>	<u>Disagree</u>	<u>Total</u>	<u>(n=)</u>
"The City should work with other communities in Hampton Roads to address some of the issues that impact our region."	96.6%	3.4%	100%	800
"The City should work to become more bike-friendly."	81.0%	19.0%	100%	798
"Newport News needs more public transit."	71.7%	28.3%	100%	799

(Percentages Read Horizontally)

Average Agreement Scores for Three Statements: A Summary Table

(In descending order)

Do you Strongly Agree (4), Agree (3), Disagree (2), or Strongly Disagree (1) with this statement:

	<u>Average Rating</u>	<u>(n=)</u>
"The City should work with other communities in Hampton Roads to address some of the issues that impact our region."	3.34	800
"The City should work to become more bike-friendly."	3.04	798
"Newport News needs more public transit."	2.94	799

Mean Scale: 4.0 = Strongly Agree
 3.0 = Agree
 2.0 = Disagree
 1.0 = Strongly Disagree

311 Contact Center

The City has a 311 call center where residents can request a city service or ask a question. Have you contacted the City's 311 call center during the past 12 months?

	<u>Number</u>	<u>Percentage</u>
Yes	151	18.9%
No	<u>649</u>	<u>81.1%</u>
	800	100.0%

Overall, how would you rate your 311 call center experience? Were you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	80	53.0%
Satisfied	53	35.1%
Dissatisfied	16	10.6%
Very Dissatisfied	<u>2</u>	<u>1.3%</u>
	151	100.0%

Overall Percent Satisfied: 88.1% of the 311 call center users

Mean Rating: 3.40 (n=151)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Six hundred forty-nine people are not included in this table because they had not contacted the 311 call center in the past 12 months.

Misc. remarks about being dissatisfied:

The 311 Call Center did an excellent job, however, it took forever to get my problem resolved. They were nice, but we need more staff on call. I called for Animal Control and there was no one who was available.

Main Source of Information

WORD CLOUD:

Main source for information on City services/issues/events



This WORD CLOUD graphic representation was prepared to display the key words mentioned in response to this question. Word clouds vary the size of a word based on the number of times that key word appeared in the original text.

Main Source of Information

What is your MAIN source for information about City services, issues, and events?

	<u>Number</u>	<u>Percentage</u>
The City's website (www.NNVA.gov)	226	28.3%
The Daily Press	162	20.3%
Television	87	10.9%
The City-owned cable TV channel, NNTV, on Cox 48 or Verizon 19	73	9.1%
Friends\family members	64	8.0%
Facebook	44	5.5%
The City's e-Newsletter, Newport News Now	29	3.6%
Community newspapers	28	3.5%
I do a web search\Google it	28	3.5%
Emails received from the City	12	1.5%
Visiting City Hall	12	1.5%
I call City offices to inquire	11	1.4%
I get info in the mail	7	0.9%
Billboards	3	0.4%
Info from NextDoor.com	3	0.4%
A neighborhood newsletter	3	0.4%
Call the 311 center	2	0.3%
The radio	2	0.3%
Bill inserts	1	0.1%
Info from the schools	1	0.1%
Text messages from the City	1	0.1%
Instagram	<u>1</u>	<u>0.1%</u>
	800	100.0%

E-Newsletter: *Newport News Now*

In March, the City started a new online newsletter called Newport News Now. Have you, by chance, seen that e-newsletter?

	<u>Number</u>	<u>Percentage</u>
Yes	167	20.9%
No	<u>633</u>	<u>79.1%</u>
	800	100.0%

Overall, how would you rate the City's e-newsletter, Newport News Now? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	66	39.5%
Satisfied	90	53.9%
Dissatisfied	9	5.4%
Very Dissatisfied	<u>2</u>	<u>1.2%</u>
	167	100.0%

Overall Percent Satisfied: 93.4% of Newport News Now readers

Mean Rating: 3.32 (n=167)

Mean Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

NOTE: Six hundred thirty-three people are not included in this table because they had not seen Newport News Now.

Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you?

	<u>Number</u>	<u>Percentage</u>
Work to reduce crime	108	13.5%
Improve the schools\education	75	9.4%
Work so residents will feel safer	52	6.5%
Traffic problems need to be addressed	41	5.1%
Attract more jobs\better jobs	35	4.4%
Roads need to be repaired, paved, or expanded	34	4.3%
Reduce my taxes	22	2.8%
Increase the schools' budget	21	2.6%
Work to reduce the number of shootings\gun incidents	20	2.5%
Work to reduce gang activity	17	2.1%
More police patrols\presence	15	1.9%
More activities for children	13	1.6%
Re-use existing commercial properties rather than allow new to be built	13	1.6%
Manage PR issues relative to crime, safety, shootings	12	1.5%
Improve access to and awareness of services for the under-served	11	1.4%
Step up code enforcement	10	1.3%
Manage City money more carefully\Be thrifty	10	1.3%
Make the city cleaner	9	1.1%
More help for the homeless	9	1.1%
More activities for teens	8	1.0%
Plan well for commercial development	8	1.0%
Preserve green space	8	1.0%
Just listen to the residents more\interact with them more	8	1.0%
Attract more "things to do" in Newport News	7	0.9%
Focus on community-building	7	0.9%
Communicate more with the community\transparency	7	0.9%
Improve certain neighborhoods\the neighborhoods	7	0.9%
Treat all areas of the city alike when considering new development	7	0.9%
More help for the elderly (e.g., tax breaks)	6	0.8%
Improve\re-develop the East End	6	0.8%
Improve drainage in the city	6	0.8%
Tear down or rehab vacant commercial businesses	6	0.8%
More activities for families	5	0.6%

(cont'd)

Most Desired City Focus (cont'd)

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

	<u>Number</u>	<u>Percentage</u>
Attract more stores\a specific store	5	0.6%
Improve race relations\understanding	5	0.6%
Improve\re-develop the Denbigh area	5	0.6%
Improve\re-develop the Downtown area	5	0.6%
Improve public transit (e.g., light rail)	5	0.6%
Improve school safety	5	0.6%
Work to reduce loitering\panhandling	5	0.6%
Police should not be rude\disrespectful	5	0.6%
Attract good companies here	4	0.5%
Improve\re-develop the Southeast	4	0.5%
Work to reduce school bullying	4	0.5%
Attract Wegmans	3	0.4%
Build a large indoor auditorium or sports arena	3	0.4%
Improve lighting in the city	3	0.4%
Improve teachers' pay	3	0.4%
Work to reduce drug sales\use	3	0.4%
Don't build new strip centers or shopping centers	3	0.4%
Avoid overbuilding\overcrowding in high density neighborhoods	3	0.4%
Council should work together better	3	0.4%
Hire more police	3	0.4%
Improve the Court system	3	0.4%
Timing of stop-lights should be improved	2	0.3%
Maintain parks better	2	0.3%
More parks	2	0.3%
More activities for middle aged people	2	0.3%
More frequent recycling\trash pickup	2	0.3%
Attract\build quality new housing	2	0.3%
Attract\build affordable housing	2	0.3%
We need more job training programs	2	0.3%
Improve the City's website	2	0.3%
Reduce the amount of Section 8 housing	2	0.3%
Improve the City's image\reputation	2	0.3%
Protect the environment	2	0.3%
Be more welcoming to small businesses	2	0.3%
Offer child care programs\early childhood education programs	2	0.3%
Hire more Fire and EMS personnel	2	0.3%

(cont'd)

Most Desired City Focus (cont'd)

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

	<u>Number</u>	<u>Percentage</u>
Eliminate mosquitos	1	0.1%
More bike-friendly	1	0.1%
More activities for seniors	1	0.1%
More programs for juvenile offenders	1	0.1%
More City-sponsored activities (e.g., One City Marathon)	1	0.1%
Focus on basic infrastructure needs	1	0.1%
Don't change the Waterworks logo	1	0.1%
Attract more restaurants	1	0.1%
Attract more tourism	1	0.1%
Attract more street vendors	1	0.1%
Improve customer service	1	0.1%
Improve adult protective services	1	0.1%
Improve healthcare	1	0.1%
Pay City employees more	1	0.1%
Work toward pay equity for women	1	0.1%
Reduce the number of immigrants moving to Newport News	1	0.1%
Work to ensure welfare and assistance dollars are well-spent	1	0.1%
Work to place offenders after they serve their time	1	0.1%
Find new revenue sources	1	0.1%
Reduce the cost of living	1	0.1%
Need more safe places to walk and bike	1	0.1%
Need more places for freshwater fishing	1	0.1%
Support the Virginia War Museum	1	0.1%
Preserve the city's history	1	0.1%
Improve\expand the airport	1	0.1%
Improve the libraries	1	0.1%
Complete Route 17	1	0.1%
Hire more qualified bus drivers	1	0.1%
Expand post office hours	1	0.1%
Expand Social Services	1	0.1%
No suggestions; I am happy as things are	<u>35</u>	<u>4.4%</u>
	800	100.0%

NOTE: These are grouped responses, based on the first thing the respondent said. More detailed verbatim answers can be found in the Appendix.

Demographics

Zip Code

What is your home Zip Code?

	<u>Number</u>	<u>Percentage</u>
23601	118	14.8%
23602	176	22.0%
23603	15	1.9%
23604	11	1.4%
23605	69	8.6%
23606	127	15.9%
23607	100	12.5%
23608	<u>184</u>	<u>23.0%</u>
	800	100.0%

NOTE: Targets were set based on USPS data on the number of “deliverable residential addresses” in each Zip Code.

Home Ownership

Do you own your home or are you currently renting?

	<u>Number</u>	<u>Percentage</u>
Owns/Has mortgage	409	51.1%
Rents	<u>391</u>	<u>48.9%</u>
	800	100.0%

Age Group

Age of Respondent

	<u>Number</u>	<u>Percentage</u>
Under 20	11	1.4%
Twenties	77	9.6%
Thirties	171	21.4%
Forties	173	21.6%
Fifties	164	20.5%
Sixties	105	13.1%
Older	<u>99</u>	<u>12.4%</u>
	800	100.0%

AVERAGES:

* Mean: 49.0 years (n=800)
 Median: 53.1 years (n=800)

* The mean was derived through interpolation based on category midpoints. A value of 19 represented the youngest category and 75 was used for the "Older" category.

Ethnic Group

Ethnic Origin of Respondent

	<u>Number</u>	<u>Percentage</u>
African American or Black	332	41.5%
Hispanic	41	5.1%
Caucasian or White	376	47.0%
Asian	28	3.5%
Native American	7	0.9%
Mixed race/Other	<u>16</u>	<u>2.0%</u>
	800	100.0%

Income Group

Total Yearly Household Income of Respondent

	<u>Number</u>	<u>Percentage</u>
Under \$20,000	65	8.4%
\$20,000 to \$39,999	157	20.3%
\$40,000 to \$59,999	169	21.9%
\$60,000 to \$79,999	137	17.7%
\$80,000 to \$99,999	86	11.1%
\$100,000 to \$119,999	76	9.8%
\$120,000 or more	<u>82</u>	<u>10.6%</u>
	772	100.0%

AVERAGES:

* Mean: \$65,796 (n=772)
 Median: \$59,408 (n=772)

* The interpolated average was based on category midpoints and the following figures:

\$18,500 = Under \$20,000
 \$131,000 = \$120,000 or more

NOTE: Twenty-eight people refused to answer the income question.

Gender of Respondent

Gender of Respondent

	<u>Number</u>	<u>Percentage</u>
Male	372	46.5%
Female	<u>428</u>	<u>53.5%</u>
	800	100.0%

Appendices

Appendix A: Verbatim Responses: City's Greatest Strength

Appendix B: Verbatim Responses: What the City Should Focus On

Appendix C: Questionnaire Form

Appendix D: Key Findings Displayed by Zip Code

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength?

Family-oriented\Good for families

I like the fact that it is blue-collar and mostly family-oriented here.

Family-oriented. I think the Boys' and Girls' Clubs and the Y are good for young families.

I don't know how to say it - it's a nice place to raise a family.

I don't know, but it seems good for families.

It's a good place to raise kids.

The people are very kind and friendly here, so it's good for families.

Plenty of family activities and events.

I like the fact that I can raise my kids here. It's a good community for families.

It's a good place to live and raise a family.

Diverse population

The greatest strength is our growing diversity of people.

The diversity of the people is a strength.

The diversity of our residents is an asset.

Diversity. There are a lot of different cultures here. And, people of all ages.

I love the diversity of my neighbors. They are like "family" that lives next door. Good neighbors who are kinda tribal.

The diversity of people that live in the area. We generally all get along.

I like the variety of people who live here.

We enjoy a certain diversity with the military personnel here. People from all over America come here.

This city draws people from various areas. We even speak differently. Varied industries and job markets. We draw people from all parts of the country.

The variety of people from all backgrounds.

Diversity. It has different ethnic backgrounds and cultures.

The ethnic diversity is a strength.

Diversity in terms of many different types of people.

The diversity of the people who live here. It is impressive.

The varied cultures and meeting different people.

I appreciate the ethnic diversity. In my neighborhood, there seems to be cooperation and a sense of purpose.

I like the diversity. There's a wide array of different cultures and people that come from all over the place. We're like a big melting pot.

The diversity of the people here is our greatest asset.

The people - they are a diverse mix and seem to get along well.

It has people who are very diverse. Being surrounded by so many military bases, we have people from all around the country.

Diversity. Multi-cultural and multi-economic communities.

The ethnic diversity and leisure opportunities.

Good mix in terms of racial diversity in the community. We get along well.

The different people that are here. So much variety.

The diversity of cultures living here.

Ethnic diversity. From one neighborhood to another, it is very culturally different between them.

I don't know. The people being so diverse, I guess.

The diversity of the people in our community. I like diversity.

The diversity of the people when compared to other places in our area.

The diverse culture in the area partly due to the military.

Diversity of the population.

Diversity of residents. I like the fact that Newport News is not too big and not too small and it is central to larger cities.

The socioeconomic diversity. Its proximity to the water.

The diversity of the people. On my block, we have people from all ethnic groups. We accept those who are different. Also, the river is a great asset.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

The diversity of the people.

People get along - from all types of backgrounds. Our diversity is a strength.

Ethnic diversity in the community and the economic diversity, too.

Diversity of the people.

Friendly people

It's the people. They're friendly and there is a strong sense of community among very diverse people.

Newport News' greatest strength is the awesome people who choose to live here. Very friendly.

It's just a nice place. Pleasant people.

We're very friendly, always connecting with other people living in the community.

No single thing comes to mind, but I like my neighborhood friends.

I like being able to interact with neighbors and such nice people.

Nice neighbors.

I don't know how to narrow it down to one thing. Good people live here.

Can't think of any one thing. My friends.

I don't know - I just like the city and the people here.

It's just a nice place. Friendly.

Friendly people. I'm not too happy with the City officials. Why did they confront Wegmans?

The people are friendly for the most part. The government is run pretty smoothly, too.

Just the all-over friendliness. I haven't run into too many unfriendly people here.

I like everything, in general. I have never lived anyplace for more than a year at a time. I could stay here and be happy. Good people.

Good neighbors make me feel happy because they will be there for me if needed.

We have good citizens, and I like the personalities of those people.

The people are friendly and kind.

Nice people live here. They are outgoing and friendly.

It's just nice and friendly here.

The people here are beautiful and fun to be around. So nice.

I just feel comfortable here. Friendly people.

I just like my neighborhood. The people are friendly.

It's not a bad place. To me, Newport News is one of the better places to live around here. It's a friendly place.

Nice neighborhoods with friendly neighbors.

I am comfortable where I live. Nice people live there.

I like the city, the friendly people, and the Police Department. The location is close to the beaches and the mountains as well.

My neighbors are nice.

Good people. We have wonderful neighbors. We moved into a community off of Denbigh about two years ago and the neighbors made us feel very welcome.

Good people. When we go out, we always meet good people.

The people are very friendly.

The people are quite friendly here.

The people here are very nice.

The people are so nice.

Good people live here. Good neighborhoods.

Lots of good, friendly people live in Newport News. It's a laid back, relaxed place to live. Lots within walking distance and plenty of places to shop.

We are a friendly city. People are just like typical Southerners - mostly friendly and welcoming. We are a welcoming place for people. Lots of nice events and activities.

Some very good people live here.

Resilient community that bounces back

The resilience of the community. We bounce back after bad things happen.

I appreciate the strength of the people here because they go through a lot and stay strong and bounce back.

Resilience in the community.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Sense of community

I feel a great sense of community.

I feel a strong sense of community.

The sense of feeling "at home" here is important to me. Community.

My family is why I live here. Cohesion with others.

The people are our best advantage. There is a great sense of community where I live.

It is a good community with fine people, and it satisfies me.

Oh God, I guess it's all about the sense of community. It is a really good place for me at my age.

It's all about the community - the people living here. Good people.

I favor the sense of community.

The sense of community and the number of things to do here.

It's all about a strong sense of community.

I think it is the overall "community" feel. People are friendly.

It just seems like a great community. I like the sense of unity in the city as a whole.

A sense of community means my neighbors will cut my grass for me.

I like the sense of community and the schools. Also, the ability to get around easily.

I don't know how to name one thing; I have just lived here all my life. I feel connected.

It's my home and my family is here. The sense of community is good. And, the hospitals are good. Anything you want to do, you can do here.

The people are great. Everybody knows each other; it's like a big family here.

I just enjoy the sense of community as a whole and the many places I can go to have fun.

I feel at home here with my friends.

I feel a good sense of community. I like the number of parks and recreational activities they have for children and families.

I just like it all equally. I feel that this is my territory and I have a close-knit group of friends here.

The natives feel proud to be born and raised here. Very friendly and accommodating.

Having grown up here, I feel that I know everyone.

The feeling of community is strong here.

The community. I feel a real sense of community here.

I feel right at home here. Good neighbors.

The community. Most people I've met here have very tight community ties; they've grown up here and are still doing their thing.

I appreciate the residents who have lived here for many years and have stayed even when the quality and safety of neighborhoods have fallen.

My friends live here.

Good parks, including Newport News Park

It is a tie between The Noland Trail and Riverview Farm Park. The parks are mostly all winners for the city. And, there's Riverside Hospital.

I'm not really too impressed with any one thing, but some of the parks are awesome.

The parks. They have the Mariner's Museum, and I like to go out to the parks.

I can't see anything in Newport News that I can say is excellent. The parks are nice.

The city parks are nice. I'm right near River View Park.

Newport News has great parks. I really enjoy going there and using their facilities.

Parks. We live right in front of one, which is convenient. There are a lot of parks.

There are a lot of city parks. They add so much to our community.

We have great parks. They put in nice, clean, great, cook-outs and things for the kids.

Parks. The parks and rec programs, too.

The number of parks is good. And, several museums are in the area.

Newport News is only as strong as its citizens who take pride in the community. Newport News has maintained well-managed public areas and parks. There is still much potential.

Newport News Park is a big advantage for families.

I like the parks that are available and the different places to shop plus the higher education opportunities.

The parks are great for my children. Newport News Park, too.

City parks and their variety of offerings. The parks are so nice.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Community that comes together and works on common goals

I think it's a really good community-oriented place with people helping other people. I think the people here care. Our citizens have a positive attitude towards the future. They work toward common goals.

We strongly promote community involvement and serving the community. People get involved.

The population wishes to see the city flourish again and we are working to do so with the assistance of the government.

The City's attempt to make connections is important. We are all about joining communities together.

Here, people come together in the community. We get along and work to make things better.

Good communication between the City and residents

The communication between the City and the citizens is strong.

Good recreational offerings

We have a good amount of recreational activities, plus the mall and Town Center.

I see great family recreational opportunities.

I like the geography around The Noland Trail. I like the parks and things like that.

Good parks and rec options, but not enough for the youth. We had Denbigh Little League baseball, but the City wanted to build a school there. We try to do things for kids, but the City won't cooperate.

Allen Iverson is good for our community. Kids have a role model. Lots of recreational activities.

The parks and recreational activities that are available - we're good at that.

I favor the parks and the recreational areas, including the fishing.

I like the parks and recreation stuff.

Getting kids off the street and into better places, and doing something to keep themselves busy.

Leisure time activities and Newport News Park.

So many places we can go to like City Center and the park. We have so many places to spend time with family.

So much different stuff to do in terms of recreation.

City parks and recreation services.

I bought a townhouse in Lees Mill because of the reservoir being nearby. Nature is very important to me. Newport News Park is great. So many activities. Green space.

Being near the water or beach\Water activities

The proximity to area waterways is a great benefit.

I like being close to the water for water sports and activities.

Love the scenery at the Chesapeake Bay, the James River, and other waterways.

Plenty of opportunities for fishing, hunting, and golf. We're especially lucky because of the water.

We're pretty near the oceanfront. The Bay is lovely.

I guess it would be our location. We're very close to the water and we have plenty of development opportunities.

The Chesapeake Bay - that's the biggest draw. We have so much water. We're also not too far from the mountains, either. We have it all.

Our location has a lot of water around and historic sites, and we're near Northern Virginia.

I like the location being a waterfront. We have diverse scenery and many different types of terrain.

It's the activities that pertain to the water, like fishing and boating. Off the James River is a great place to live.

Its location being so close to the water. And, its reservoir and parks. Its cultural diversity and job opportunities. The size is an attractive feature.

It is close to the water. Being close to the water is so nice.

Its location near the water and the ocean. Geographically, it's a nice place to live.

Its location in relation to all of the water around us. People like water.

I love the water and the opportunities for both work and leisure it provides.

Access to the port is critical. The waterways. It's close to the beach.

The location is near the beaches.

It is close to the beach and other water.

The proximity to water. The water is great. I like living close to it and all of the related events.

I have a view of the river and that is a major advantage. The physical location of Newport News being on the water is the best thing we have going for us.

Nice activities by the water. Museums.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Lots to do here/nearby

I appreciate the close availability of resources and opportunities for things to do.

We have a wonderful diversity of things to do, like beaches and other entertainment.

I like the movie theaters, the restaurants, and things to do. Kids do not get in trouble when they are busy.

Lots of entertainment available. Things to do.

Lots to do here, but beware of all the crimes happening.

The availability of things to do. And all of the pleasant and nice people who live here.

It's very convenient in terms of the many things to do within close proximity.

Diversity in terms of different places to eat and activities to do.

Lots of things to do for families. So many parks, museums, and libraries within close proximity. There is always something to do. We have places to take dance lessons and extracurricular activities.

It's a busy place. It's never boring. Lots to do.

You can always find something to do or a bus to get on. I am very satisfied here.

We have places you can go for sight-seeing, like the Mariner's Museum. Those make Newport News a nicer place.

I would say the entertainment is the best part of living here.

We have so many things to offer to the community in terms of things to do.

Lots to do here.

It's the availability of everything, meaning we're pretty close to everything. I feel close to shopping, City Center, and the beaches.

A diversity of activities is always available.

Accessibility as far as getting from one place to another. Everything I want to do is within close proximity to each other.

Lots to do here.

We have a lot of things to do as far as entertainment, places to go, places to eat out, and the waterfront.

It has so many places to see and do things.

Plenty to do here.

I have lots of things I can do nearby.

There's always something to do in Newport News.

There is a good variety of places to go, things to see, and people to meet. Also, the people are very diverse here.

Great diversity of activities as far as entertainment, food, and vendors. Also, racial diversity is a big thing for me.

Lots to do here.

We have lots to do in town.

There is a lot to do here.

We have plenty of activities and events.

Travel times are short for things around here I like to do. We're well-located.

The diversity of things to do. Anyone can find something that they want to do or are interested in here.

Easy access to a lot of different stuff to do nearby.

Lots of variety in terms of what to do. Water, the military, parks, restaurants, etc.

The stuff to do. There is a lot. The negative is crime. Cars are constantly burglarized. At Sander's Elementary there was a homicide on a playground. Frightening.

We have lots of venues where they have entertainment and things to do.

Lots to do here.

Newport News' greatest strength is having varied and many activities.

Plenty of things to do. We have museums, the waterfront, lots of parks, and camping, too.

Lots to do here. Music scene is good. Parties and festivals.

City Center at Oyster Point is impressive. I live near there and like all of the activities we can walk to.

Lots to do around here. It is fun.

Lots of things to do and places to go nearby.

We have lots of things to do. And, most of it is reasonably priced.

Cultural arts

I like the availability of art centers and museums.

Its attention to cultural arts really makes us unique. Museums.

Cultural opportunities like the Ferguson Center, Virginia Living Museum, War Memorial Museum, Mariner's Museum, and Endview.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Community events\activities (e.g., Community Days or One City Marathon)

Lots of diverse outdoor entertainment. And, restaurants. And, the military is very important, too.

Good events and entertainment, like the concerts we have in the summer.

In our community, there is just a lot to do. Newport News does a good job of putting on holiday events, parks, and the museums. I get to meet other people. They do a lot to service the people and it's not just a quiet place. We have things to do.

We have so many community events.

We have many outdoor events in the summer and year-round community events. It's "happening."

I like the Community Days and Martin Luther King Day.

Fun events and things to do each weekend.

I like all of the summer entertainment offered to the community.

I like how the City is involved in a lot of activity stuff, like running marathons. The One City Marathon brings so many people together.

Government is always helping the community. There are always events going on. There is a shredding event this Saturday.

They offer free concerts and other things like festivals.

There are lots of community activities: concerts, marathon, The Noland Trail.

The addition of the One City Marathon has been great.

One City Marathon and other such events.

Has museums

The nice venues here, including the museums. We have great venues with spaces to hold events, and they are easy to work with.

I enjoy the area in which I live because it has museums, Christopher Newport University, we're on the water, and there are plenty of places to bike.

The variety of museums and their offerings.

Things to do in terms of culture - a fine arts center, the museums, and also a farmers market.

I live right by the Virginia Living Museum, so I think our museums are a real asset.

The Noland Trail

The Noland Trail is awesome.

The Ferguson Center

The Ferguson Center at Christopher Newport University is great.

The Ferguson Center at CNU.

The Ferguson Center is good. And, the City Center, too. They're very nice.

Newport News is always improving

I like the growth. When I came here, there was nothing. Now, there is more selection and many more places to shop.

Its potential - because they are doing a lot of building here. We're growing and improving. Good opportunities in terms of schools.

The city is moving upward. It gets better every year. More to do. More shopping. Just an overall better quality of life.

Renovating the old to create the new

The New Market buildings. The new makeovers on old commercial properties really revive things.

The City's efforts to repair the city have been very good. It sets us apart that we're trying to improve and revive decayed areas and bring back Downtown.

We seem to be progressing to keep modern. Upgrading and fixing things up. I like the Midtown area, but the Downtown area still needs work.

Beginning to see more redevelopment. Old, rundown places are improving with each passing month.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

New construction around CNU

I like the fact that they do so much construction, building up, around CNU. That increases the value of my property. The college brings in a lot of people. They are building more things to accommodate them.

New construction projects

The new developments such as Town Center and Port Warwick.

We are constantly building new stuff, which means it keeps us up-to-date and modern.

I think Newport News is going to grow more each year, and that growth is good. New building is good.

It's growing and they're building even more things to do.

Our city seems to be growing. Look at the new City Center.

The City Center gives the city a more upscale look and feel.

I guess the best thing about Newport News is that it is growing. They don't just leave things the way they are. We improve every year.

The new stuff. It has grown quite a bit since I first moved here. I like the development.

The town is growing and we're getting all kinds of new places.

We still have a lot of land for building new projects. New is important to our future.

The new Tech Center and other projects.

The new development is important to our future. The commercial and mixed use projects all are worthwhile and a good addition to our tax base.

I feel good about the future because of the positive direction of the City government (new projects and developing attractive shopping places). They are trying to improve our quality of life.

I live at City Center and think it's really cool. All of the newer projects seem to be an improvement.

We're always building new shopping centers, community centers, places to go, and also around CNU. Good projects for the future.

Good restaurant variety

The availability of restaurants around my home is good.

We have plenty of restaurants and places to go out and eat.

Can't think of anything to single out. Maybe the restaurants.

Good places to eat out.

We have diversity as far as restaurant food and people. We have multiple schools, too.

The number of different restaurants.

Lots of eating places.

Food places. There are more restaurants and grocery stores here than entertainment.

Restaurants. They have a wide variety here.

Good restaurants.

Churches

Nice churches and a strong sense of community.

They've got nice churches. And, good grocery stores. And, a few good schools.

I like my church.

My church is very important to me.

The church is a very important thing to me, and churches build communities. I like the sense of community I feel.

I like the number of churches. We have a lot of different churches for people to choose from.

It's a nice place to live

It's a nice place to live overall. Even so, it could be improved in areas such as the infrastructure and increasing the sense of community in the city.

It's really all good

I'm good with what they do and what we have.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Good shopping

Good shopping.

We have a diversity of different businesses and places to shop.

I like the shopping areas and the movies. There are a lot of things to do with our leisure time.

The location is good for shopping and activities. And, we have good weather.

Good shopping.

Newport News is fine, but Hampton gets everything. We have good shopping, but all of the good stores are being put up in Hampton.

The amenities we have, such as shopping. And, the convenience of things that you may need to buy.

I like the stores for shopping, like Kroger.

I'm not too sure about that one. Maybe the shopping.

Shopping. The high number of places where you can waste money appeals to some people.

We have a lot of shopping. In fact, the shopping is amazing!

Shopping. The variety of places to shop is good.

Good shopping.

It is shopping. I like all the new stores that have gone in. There's nothing I can't find in Newport News.

I just live here because I like it. It fits the bill for me. Plenty of shopping.

Shopping variety and our location. Variety in terms of services and shopping available. Location because of access to the ocean, mountains, and opportunities to enjoy the environment and nature.

A lot of shopping centers are an asset.

The city has a lot of shops. So many different buildings. Also, they are currently building and expanding, so we're getting even nicer places.

"Strength" is a very powerful word and Newport News is just average. Maybe it's all of the retail.

Good shopping.

Well, we have lots of stores and restaurants, if you like that sort of thing.

I like the area I am in because it has all the stores. The location is near other cities that have a lot to offer, too.

The shopping in terms of the number of options.

The vitality of the community; they have a lot of shopping, eating, and entertainment options.

The high-end shopping and restaurants are a big draw.

Close to stores.

So many shopping places here.

I value the availability of shopping and jobs.

This city has different retail options and very convenient shopping.

The many places to shop. Some of the new stores are awesome. Good shopping in so many places.

The amount of shopping options. We have so many stores, it's crazy.

Good retail. Nice shopping. We're getting more and more places to shop. I like that the City encourages retail development.

Availability and proximity to stores and places of interest. Good homeowner programs like bulk trash pickup and leaf collection.

Great shopping - and more is coming. The Wegmans store is a good example. Aldi's, too.

Good shopping and nice selection of stores.

Good stores. Lots of stores on Jefferson near my apartment.

I like all of the shopping. That attracts people.

The stores and shopping centers. Good shopping.

The greatest strength is all of the shopping centers/locations. A variety of shops to please all.

Good shopping and restaurants

Good shopping and lots of restaurants.

I like the city. I just like the city life. Lots of restaurants and lots of shopping.

I appreciate all of the shopping and the many restaurants.

Places to shop and eat - of all varieties and price ranges.

I like having restaurants and shopping that are convenient.

The shopping options and restaurant options are even. Not Downtown or up by the mall or City Center.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Newport News has everything I need

I like having everything I want to do close by and being so comfortable in the city. It is really clean for the most part, too.

The closeness of everything I need here. The grocery store could be 5 minutes away from your house. Good shopping.

Everything I need is within two miles of my home. Things are convenient here. Not difficult to shop or get a decent meal.

The size of the city is adequate. We have what we need here.

Good white collar jobs here, not just minimum wage jobs

Good jobs available.

We have excellent scientific opportunities, like the Department of Energy Resource Lab. Good office-type jobs.

They have good jobs, meaning they have white collar jobs, not just minimum wage.

A white collar economy backed by the resolve and work ethic of a blue collar history.

Jobs are available

My job is the greatest strength keeping me here. Jobs. FYI - a feeling of overall safety isn't there anymore.

We have many potential jobs for high-schoolers and those entering the workforce, especially at the shipyard.

Plenty of job opportunities are available to citizens here.

We have many opportunities such as jobs, places to shop, neighborhoods, and parks.

We have a lot to offer, as far as jobs with the railroad, CNU, the shipyard, and the military installations.

I am very satisfied with our city. We have good job opportunities, great restaurants, and lots to do. It's a very good place to live.

I think it has lots of job opportunities.

I haven't been really impressed here yet. I've been here because of a job and don't get to do much. The job market is pretty good.

The industrialization here means jobs. The availability of jobs for our citizens means a good standard of living for most of us.

The job opportunities available here.

I would say the jobs/employment opportunities.

Good opportunities for jobs in the area.

It's a nice place to work, with many different job opportunities. And, a good school system.

Probably jobs. Well, there are lots of places to work in Newport News.

I like the variety jobs. And, we have impressive history.

The growth of the city and the job opportunities it has. Also, the shopping centers.

Jobs are here for almost anyone.

It is the community in general. I like the variety of jobs, like the shipyard and military. I like meeting different groups of people from all around the world.

The job base. We have several large employers, like the shipyards and universities.

Jobs. Plus, we have a lot of apartment complexes. I've never seen so many apartment complexes as we have.

The combination of job opportunities and being able to raise a family here.

The businesses here that provide people with jobs.

A fair number of jobs here. The shipyard is an example. That's important to a community.

The availability of jobs.

Quiet/quaint atmosphere

I don't know. I just feel good and comfortable here. It's quiet and relaxed.

It still has that small-town feel about it, even though we've grown.

I guess it would be its small-town atmosphere or flavor. It feels quaint.

I moved from New York down here and enjoy how it isn't as hustly and bustly as New York was. It's relaxed.

I think it depends on the individual, because the city was built to please the people. I enjoy the calm.

Quiet. Calm. My neighborhood is good.

Its small-town feel.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

The shipyard provides good jobs\economic benefit

The shipyard and its support of the military.

We benefit from the shipyard people and the Navy, in terms of opportunities for people to work. Also, the engineering school for high school students is very good.

It used to be the shipyard, but I don't know for sure if that is true anymore. I'd still say the shipyard.

The shipyard and its ability to supply jobs.

Having the shipyard available is very important.

The shipyard employs a lot of people.

The shipyard and its job opportunities for the community.

The shipyard and the opportunities it provides, meaning employment and the economic benefits of it being here.

Good availability of employment due to the shipyard and area naval bases.

The shipyard and the local military benefit us.

Shipbuilding means lots of jobs, so people are working. A lot of places don't have jobs like we do. We are lucky.

The jobs at the shipyard and the good entertainment are both important.

The shipyard is #1. Then, the weather.

Newport News Shipbuilding is a good employer that provides lots of jobs.

It is the shipyard. I enjoyed working down there until the painters went on strike. Then, I changed jobs and went to civil service.

I think it would have to be the availability of jobs through the shipyard and the military. We have many military service opportunities.

The shipbuilding industry brings in plenty of jobs, and that's what the young folks need.

The shipyard employs a lot of people in Newport News and other communities. The economy is good partly because of that.

The shipbuilding industry is key to our well-being.

Newport News Shipbuilding is the biggest asset the area has got. As far as jobs, it brings in so much for the community.

The shipyard and how it can hire lots of people. And, the military brings in jobs, too.

The shipyard brings in a lot of jobs. Lots of people work there, as well as Fort Eustis.

The shipyard, CNU, and Canon offer good employment.

Newport News Shipbuilding because of the jobs.

The shipyard and the job opportunities it provides.

We benefit from the shipyard and the employment it offers and the revenue it brings in.

The shipyard gives us a lot of employment opportunities. It raises revenue for the City as one of our biggest employers.

The shipyard because of the employment opportunities it provides.

The shipyard employs a lot of people. I hope that continues.

The shipyard creates more jobs and feeds a lot of people.

The shipyard provides jobs for the younger people. That's important.

The shipyard and shipbuilding industry employs a bunch of people.

The shipyard means employment.

The shipyard. Without the shipyard, Newport News would be bad off. It's the mainstay of our economy. And, historic attractions contribute vitally to tourism, which brings in money.

The shipyard and the jobs it provides. We enjoy the supply contracts we have with the military and government.

The Newport News shipyard and the opportunities for jobs it provides is key to our economy.

It is the shipyard, in terms of job opportunities and the economy.

The shipyard and the military base provide a lot of jobs.

The shipyard means employment.

We have the shipyard. It brings in a lot of jobs and money to the community.

Our shipyard is a good employer for people.

The shipyard is a good place to work because most of the people I know have retired from the shipyard.

The shipyard is the only place decent to work around here, other than the military.

I imagine it is the shipyard. Well, the railroads are going down, so the shipyards are all that's left.

The shipyard means jobs.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

It is the Newport News Shipyard. If you take it out, there would be no one here. Well, maybe some people work at shops, but that's it. The shipyard pulls in 20,000 people.

It would be the shipyard first and then the college. I've heard that CNU has the most beautiful campus in Virginia.

We have financial stability due to the employment at the shipyard.

The shipyard and the defense industry make the job market favorable.

The shipyard, for hiring so many people - that's #1.

The shipyard keeps so many people employed. Without that and the military, we'd be in trouble.

Probably the shipyard, since we are well-known for the big shipyard being the biggest employer.

The shipyard, because it is our biggest job-maker. We are also around nice bodies of water, and the parks are nice as well.

The shipyard keeps most of Newport News employed.

The shipyard offers a lot of job opportunities for people.

The fact that we have the great shipyards is magnificent. They are very well-managed.

The shipyard means job opportunities. My husband worked there with his sons and grandsons. Like a legacy.

The shipyard. Nothing else is stronger than the shipyard.

The shipyard jobs and the nice urban spaces.

The shipyard. Good jobs there.

The shipyard. It offers a lot of benefit to us all.

The only thing I know good here is the shipyard.

Having the shipyard to work for, it is a major employer.

The shipyard.

The shipyard and military presence are a great benefit.

Shipyard.

The shipyard. And, the surrounding historical sites.

The jobs available at the shipyard are a great draw to people. They want to live near their work.

I guess the association with the shipyard because it has jobs.

Sound economy. That would be the shipyard.

The shipyard jobs.

The jobs at the shipyard - so many.

Its strength is the shipyard and the large military presence that supports our economy.

The shipyard. And, the surrounding historical sites.

Military provides good jobs\economic benefit

The military is good for our city.

The military. In terms of money for our city, engaging with the military is huge.

The military presence in the area is important.

The military community is a huge asset.

The military bases are a great strength and the hospital facilities being close is a great strength. I like the ease of getting to the various facilities.

The military is a real benefit to our economy. Their military strength makes us feel safe, too.

The strength of the military here is very important to us.

It is the military presence.

The military is a financial benefit.

The military and the shipyard provide a lot of jobs for the area. We have nice water as well.

The military. If it wasn't for them, we wouldn't be here.

I believe the military has helped up economically.

It is the presence of the military and those types of institutions that provide jobs, and the people who spend money here.

The military loves it here, and they love the weather. Most of the military I talk to love it here.

We have a stable economy because of the military and military-associated businesses.

The military is a big contributor to the community, as is the shipyard.

A lot of military people live here. That's a good thing.

I like our location and our connection to the military and the Federal government.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

The military connections. The fact that we have so much military here pretty much expands the level of sophistication.

The military is great for job opportunities. And, Newport News is especially good for those who retired from the military, due to their benefits.

All of the military being here is very important.

The military, it's the only strength.

The military. There would be no other reason to be here without the military.

The military presence is key. And, rebuilding the Port Warwick and Patrick Henry areas.

The military is the big draw. The military bases boost our economy.

It's a military area. That is our strength.

The military because there are so many branches around us. They spend lots of money here.

The military. They help the economy.

Our ties to the military. The military community is a great strength.

The military affiliation brings in lots of money.

The strong military presence has kept us from feeling any severe effects of the fluctuating economy.

The military is here. It means jobs.

I'm in the Army and I think that's the most valuable asset Newport News has. The military means money.

The military presence is good for our economy.

I'm in the military. I think Ft. Eustis is a great asset to the city.

The military families who live here spend a bunch.

Good industrial/commercial base

We do have some manufacturing, but I think it's not enough.

Good commerce, like with Canon and the shipyard. It fills our employment needs.

I appreciate the amount of businesses in Newport News. It means jobs.

We benefit from industry, primarily because of the shipyard.

The industry here is important, and I like the physical location.

We have a good industrial base here. And, an educational base. We have the shipyard and CNU and Jefferson Labs, as well.

Big employers are here.

We have a lot of industry.

The industry and the different types of jobs available.

The airport

Air transportation. You can catch an airplane; you can even catch a train.

Having the airport right here. Of course, it's noisy, but it is still our greatest advantage over other area communities.

Having the airport attracts businesses and good jobs. We need to beef up the airport service, though.

The airport is a big draw.

Traffic isn't too bad

I like that we have little traffic and congestion compared to New York.

Easy access, because traffic is fast here. It moves well.

There is not that much traffic here when compared to Florida.

Good public transportation

We have pretty good public transportation. Easy access to get around.

The public transportation is good.

We have bus service and even an Amtrak station. You can get in and out of here pretty easily.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Like my neighborhood\the neighborhoods

We have very nice areas of town and a few not-so-nice.

The stability in the community in terms of neighborhoods and the services the City provides.

I don't really know what to say. I'm satisfied with my neighborhood.

I like my neighborhood, but I can't name just one individual thing.

I wish I could think of one thing. I like it all, especially my own neighborhood.

We're a big place, where each section has its own community. We can develop friendships easier. It is centrally-located in terms of engineering jobs.

I can't name just one. I like my neighborhood.

No particular strength. I like my neighborhood. I can't say it's the roads; they are jammed with traffic.

The city has changed so much since we've been here. I don't know if it is all for the best or not. I like the area where we live.

Its neighborhoods are #1. Then, being around the ocean, the shipyard, and a seaport.

I like my neighborhood.

Nice neighborhoods all over the city.

I just like living here. It is my home - my neighborhood.

I just like my little neighborhood.

I love my own neighborhood.

I have no idea what to say except that I like my own neighborhood.

My neighborhood.

I like my neighborhood.

The houses. They have good houses down here.

I like my neighborhood.

I like my neighborhood.

My neighborhood.

Some very nice neighborhoods. Big trees. Attractive areas.

Some very strong, cohesive neighborhoods. My grandma has had the same neighbors for 50 years. I'm just getting started in life, but I hope to have that kind of stability.

There are some very nice neighborhoods in Newport News.

Some nice neighborhoods. Nice appearance in those neighborhoods.

Neighborhoods in 23601 and 23606, the James River, and the Mariners' Museum.

CNU is an advantage

CNU. It just adds a good atmosphere. It is beautiful and they've done a really good job with it.

CNU and the Ferguson Center.

CNU - the college.

CNU is good for the community.

Christopher Newport University is a big asset. Also, our hospitals. And, the shopping here. Good grocery stores.

Christopher Newport University is a good thing and something we should be proud of. The hospitals, too.

CNU is important.

I feel safe here

Where I live, there is almost no crime (in Windsor Great Park). I feel safe.

I feel that the area where I live, Oyster Point, is very safe. That is a real benefit.

It is pretty quiet here and it doesn't have a huge crime rate in certain parts, such as in upper Newport News and anything past 50th Street.

In Newport News, we don't see all the killings like in other areas. I think it is great here. I am happy.

I appreciate the level of safety here. The police officers are available at all times. I do always feel safe.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Attractive city

I don't think it has one single thing that is the best. The City looks nice and it's desirable.

I can't name one single thing. The city looks pretty good.

It is a nice, attractive community, other than the crime problem that has developed.

I can't name just one thing. It's a nice place. Good-looking.

I can't think of one thing. It's kinda pretty. We need to focus on drugs and crime to make it a nicer place to live.

It used to be a beautiful place. I guess it still is, but now we have too many killings. That really hurts us.

I think just the beautiful area. I like the parks and recreation stuff.

The area where I live is very nicely taken care of. Attractive.

I have no idea. It's just nice. Pretty.

Nothing, because they don't know how to keep the community clean. Actually, though, residents are not helping them. I suppose it's still attractive, just dirty.

It's a fine place to live. Looks good.

The appearance of the city is nice, and the coastline adds to it.

This is just a nice place to live. Very attractive and pleasant.

It's pretty here with all of the water we have.

It's a beautiful city with a good educational system and jobs are available for graduates.

We still have some forest and trees. It's beautiful.

It's a pretty city for the most part.

The green spaces and places like Port Warwick, City Center, and Newport News Park and the events they hold at those locations.

How well they keep the city up. They thrive on keeping the roads clean and fixed. They always keep the city looking nice.

It's a pretty city.

Nice looking city.

It looks pretty good in terms of appearance.

The beautiful landscaping of the city and the friendliness of the people.

Appealing-looking city.

Attractive area.

It's a nice city and it is attractive. We have trees all around and parks, etc.

It's a pretty place to live. We're on the water and we have plenty of trees. For the money, it's a great value. It's attractive, but not too expensive.

I live by City Center and that is very nice. Attractive.

We have a beautiful city on the water. We have many recreational activities and lots of green space.

Rich history of the area

Its rich history and proximity to the water.

Tourism. There is so much history around here and so much to see and do.

Our location is good. It is close to the beginning of our country. Essentially, our country started here with Williamsburg, Yorktown, and Jamestown. The history.

We are rich in history. And, the growth near CNU is good.

Its rich, great history that dates back to the 1600s. It influenced our country.

I would say the varied history of our Peninsula communities. Lots of places near Newport News have great historical significance. Us, too.

I really think our historical value is the best asset.

The history here and of the surrounding area is impressive.

I like the sense of history and all the things you can find to do here.

The history and so many places to go to see history and museums.

The history of it, meaning the battles. And, the big shipyard.

We have historic sites and resources. I feel like I'm home, and they offer a lot of related events, too.

The history and age of the city and I like the City Center area.

Great history and mild weather year round.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Historical significance of old neighborhoods

Hilton Village is cool. So much history there.

Neighborhoods have historic value. Actually, the parks, too; there are so many and they are well-kept.

Hilton Village. It is a great community and one of the top historical places.

The historical significance of the old neighborhoods.

Hilton Village - I live near there. It's historic.

Near Busch Gardens, Williamsburg, and historical sites

The proximity to Williamsburg, because I spend most of my time in Williamsburg. It is nice and close, and I live in a pretty neighborhood.

It is close to Busch Gardens and Williamsburg.

I like our location. We have tourism and we're near attractions in Virginia Beach and Williamsburg.

Being near so many things like Busch Gardens, Williamsburg, and the historical sites.

Location. We're surrounded by some of Virginia's greatest attractions. It's centrally located to everywhere else in the region.

Centrally located in the region

Central location to many things in Hampton Roads.

The proximity to other entertainment and things in the region.

We are centrally-located in the region.

I like our proximity to other places in Hampton Roads.

Easy access to everything in the region. I like living in the middle near Jefferson Avenue. I'm kind of in the middle of town.

The layout of the area and its surroundings. We're so central in the region.

The location here is wonderful. Central to everything.

I like the convenience of our location to things around the area.

We have easy access to a lot of areas in the Tidewater region. We're central.

We have a lot of things to do here and are centrally located so it doesn't take long to get to Virginia Beach or Williamsburg.

The central location in the region and our accessibility to other places like the mountains and beach.

We like the location in terms of visiting other places in the region.

It's central to the beach, Williamsburg, and Busch Gardens.

It's central geographic location. And, we are a historic location.

Its geographic location on the Peninsula is convenient to many things.

The location is convenient to most things in the area.

Location. It is convenient to go to a lot of places in the region.

The location being so close to Virginia Beach and Richmond. We're central to many places.

I think it is our central location, and the shipyard for jobs.

Probably the location. I work in Williamsburg, and I go to Hampton and Virginia Beach a lot, so I don't have to go far to get what I need.

Our location is centrally-located between Richmond and Norfolk, so anything that we do not offer is close enough to other areas that do have it.

I can easily get to Virginia Beach for things to do. Here, we have the availability to keep growing.

Its central location and easy ties to everything else in the region.

The greatest strength is accessibility. Everything in the region is accessible to me because the city is so central to everything.

The location of the city. That's the reason I like living where you live because it is convenient to lots of things in the region.

Easy access to the seven cities and the Hampton Roads environment all together.

It is easy to navigate throughout the region from this home base. It's central.

The location is central.

The location - it's centrally located on the Peninsula and has lots of job opportunities.

Central location. Its availability to ports and proximity to the military.

The convenience in terms of the distance between my job and home. Easy commute within the region.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Our location in the region.

We are fairly centrally located so it's good for my commuting to work.

It is easy, from any location, to have access to the many services in the area. We're central.

Its location in the center of the Virginia Beach, Norfolk, and Williamsburg area. It's easy to get to a variety of things to do.

My home is near I-664 and also the Monitor Merrimac Bridge and the James River Bridge, so access is easy. The central location is important to me.

You can get to anywhere quickly via I-64 or one of the bridges. We're pretty well-located.

Centrally located with easy Interstate access.

Located near Virginia Beach, Norfolk, Williamsburg, and other places.

We have a good location here. Central in the Hampton Roads area.

We're right in the middle of the region. And, green space - we have it.

We are conveniently located in Hampton Roads, have a reasonable cost of living, and a pretty good lifestyle. My kids have a pretty good place to grow up.

Location is great.

Central location in the region. Easy Interstate access.

Good location in the state (e.g., near both the beach and mountains)

It's a good location. I can go to a beach or the mountains. Plus, we have history. We've got everything right here. We're in a central location. You can get to different places. Within a few hours, you can be in the mountains in the west.

Good location. We are accessible in Hampton Roads and you can drive out towards the west for a fun weekend.

I like our location as far as being central to the mountains and beaches.

We have ready access to a lot of things: the water, mountains, beaches, boating, etc.

I like the central location to the beach and the mountains. Also, the availability and variety of entertainment choices.

Location, because we are within an easy drive of the mountains or beaches or anything in between including an amusement park (Busch Gardens).

Close to other places to get away. A good geographical location in the state. Also, its African American history.

Easy Interstate access

I like our transportation routes. It is pretty easy to get around here on Interstates.

The proximity to Interstate highways and the ease of access to everything.

The location is convenient, the Interstates, the beaches.

Its location has easy access to different places you can travel to by Interstate.

The location. We're surrounded by Interstates and major waterways and rail service.

Quick access to I-64.

Private school options

The private school options.

Public schools are good

Good school system.

I like the schools. My grandson and granddaughter graduated from good public schools here.

I appreciate the school system. We have a good school system.

Strong secondary education and varied opportunities for schooling.

The public school system is good. They have a dedicated staff and people who care about the students.

The schools. I like the various learning facilities and the extracurricular activities that are free or for low-income families.

Good educational system and schools. It gives a child every opportunity to succeed and go to college.

Our public education; we have strong public schools here.

The schools for our children are pretty good - most of them.

The outstanding school system has won national awards.

Schools, and the quality of the education they offer.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

I like the schools and the things that they provide to our families.

The schools, in terms of helping the kids who need help. My grandson has ADHD and a mood disorder, and the school goes above and beyond to accommodate him.

The school system here is better than Hampton's.

Schools. The big thing is the funding we get. The schools get a lot of Federal funding from the "No Child Left Behind" program and they have an excellent program for disabled children.

I think the schools are pretty good.

This is a really good place to raise children and the school system is really good. I see a lot of activities for children to do for free.

The educational system. I like the way they help the kids that need more help in order to do better with their lives. The school system is great. They are a little more challenging with the children and very hands-on. I think it offers a good quality of education.

The school system is pretty good.

Good school system because of how they interact with the kids and give attention to them. They care.

I like the school system.

The City's efforts to improve education and the school system.

The school system is very good.

Probably the school systems. I have a couple grandchildren and I feel the schools are pretty good here.

We have a pretty good school system.

The high schools are really pretty good and they produce well-educated kids.

The teachers at Huntington Middle School. The education they give. Impressive.

Higher education options

Varied opportunities for higher education.

Many veterans here\Good area for vets

Availability of services for those in the military and/or retired military. It's all nearby.

A large population of veterans gives us stability.

Reasonable taxes

Taxes aren't that high here compared to other places.

Reasonable cost of living\Good economy

There is not a whole lot to attract people, as far as I am concerned. I guess the cost of living is okay.

The cost of living is not too expensive here.

We have a nice standard of living. Things are affordable.

No idea what to say. The cost of living is fair.

I couldn't tell you one particular thing, but it is all reasonably priced.

I will retire here for the lower cost of living.

I can afford to retire here some day.

Our economy is good.

Good healthcare

The healthcare here (i.e., hospitals) is pretty good.

Newport News is very accessible to good healthcare, affordable housing, and shopping. The downside is the traffic.

Stable housing values

We have a stable housing market.

Varied housing stock\Plenty of multi-family

Newport News certainly has a lot of subdivisions. The multi-family units help with the overpopulation problem and provide more housing for growing families.

The housing is amazing. We have all kinds of housing: apartments, condominiums, single-family housing, and co-ops.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Good leadership that is flexible\willing to make changes

Its progressiveness; making changes as far as Economic Development, infrastructure, and clean water. We're cutting edge.

I think the willingness to make changes and adapt. I mean, our leadership does that.

Its ability to change as needed. Our government is flexible.

The people in charge of getting things done, the political people, really do the best they can do. It's impressive.

This City continues to evolve and progress. Good management.

Good City Manager\management

We have a strong City Manager. Actually, we have a visionary leader as our City Manager.

I don't have an answer. I kinda just live here and am satisfied with what the City does. They know best.

We have good City management. We are in good hands.

Their ability to make a decision and move forward as a City like with the new Tech Center. We're close to River View Park. I love that. Instead of thinking and thinking, they go ahead and do it.

The City plays nicely with Hampton. I don't see them go at each other. Our leaders are good. Especially the new City Manager.

The progressiveness of the City and the improvements City government makes.

The City manages money wisely. Citizens can see it in the investments in our school system, parks, improving streets, etc.

City government has our best interest at heart. They are trying to make Newport News a better place. I'm impressed with the departments and their administrators.

Newport News improves every year - step by step. Dedicated leadership.

I think the City generally tries to keep this place nice, but some residents don't care and don't maintain their houses.

Positivity. The government looks forward and creates the future for us.

Government is available to talk; listens and does surveys

We are small enough to get to know people in the community. Even more important, I can talk directly with political figures here.

I like what you are doing now. They care what I think. It is a community where you can be an individual with a voice. They listen.

I appreciate the availability of City Council members to answer questions.

Good government who listens to us and does surveys.

The sense of community extends to government officials. Newport News holds itself together. Yes, we have opportunities for work, but that isn't as important as how we work together.

The ability to talk to officials. They are very personable. The City Council, the mayor, the leaders are very approachable. I like how you're asking my opinion now.

Asking us to do a survey is a nice start, and you need to keep listening to what residents care about.

We seem to have a government that cares about residents. Doing this survey is an example.

Good City employees

I value the employees who work for the City, like the police officers, the fire fighters, and other City employees.

We have strong knowledge in our government employees. If you know the right people, they will point you in so many directions. I am enjoying the daily Newport News Now email.

The City really cares about its residents

The City truly cares for its residents.

The greatest strength of Newport News is trying to do well for everyone. The leadership cares.

The City Council and City government as a whole. Good people who care.

The weather is nice

I appreciate the weather. We are used to the weather in Alaska. We just got here 3 months ago.

The weather is not too hot or too cold. But, it is often humid.

Wonderful weather. Mild climate. Plenty to do here.

Nice weather. The river.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Good City services

I am happy with everything - with the Police Department, Fire Department, and other services.
 Good, clean drinking water, trash disposal, and family services.
 I like City resources and services like garbage, fire, and ambulances.
 Responsive City services. They come and do fast repairs on roads.
 It's the city itself and the people who live there. The many things the City offers to residents (garbage pickup, entertainment, and lovely beaches). It's one of the nicest cities around.
 The good services the City provides. We have good medical services and a variety of things available to do here.
 The availability of so many resources for the citizens. The City provides a lot for us.
 I don't know how to narrow it down. I'm happy in my little world. City services are pretty good.
 City services is our greatest strength. Both Public Works and Development do good jobs.
 City services aren't bad.
 I never thought about it, don't really know. It's all fine here. My needs are all met.
 We have strong social services. I wish we didn't need them, but they do work.
 I'm not too happy here, but the City services are okay.
 It is a good place to live, with reasonable City services.
 The 311 system is trying to make it easy for residents to access all of the areas of government. Also, the City's recycling and hazardous waste programs are managed very well.
 I value Public Works, mainly the trash and bulk collection.
 City services. It doesn't have to be one thing.
 City services are generally good. Good trash pick up services.
 They provide good community support, meaning the resources that are available to the community from the City.
 Good City services. Great Fire Department.
 Its City services like police, fire, and medical.
 I logged on to NNVA.gov and got street repairs accomplished in only a few days.

Good Fire Department\EMS

Until we solve the ghettos, high property taxes, and high food taxes, I don't see Newport News as particularly great at anything except maybe the Fire Department.
 Both Fire and EMS are very responsive.
 The ambulances and Fire Department are good.
 I'm sorry, but I'm kinda dissatisfied. Still, the fire and emergency services are quite responsive.
 Good Fire Department services.
 Emergency services. The Fire Department (EMS) saved my life about 2 years ago, and were very professional. They were there when I needed them.
 Good emergency and ambulance services.

Good Police Department

Our police force; they have to stay on top of what they are doing and they are very professional.
 I appreciate the effort and work the police force puts forward. They have a tough job.
 I value the good job that the police perform.
 I give a lot of credit to the Police Department because they are right on time if you need them. Very responsive.
 Honestly, I believe it is our police officers. They are out in the community doing a great job every day.
 The Police Department - they are a good one!
 The police force. The Police Department is very professional.
 The police response time is great. I like our Police Department. I think those men do a fine job.
 Police and Fire. You can count on them.
 We feel the security from so many officers who are out to protect the citizens and the community.
 The police officers. When we had the snow storm, an officer spent two hours in bitter wind helping me get off of Jefferson Avenue. He was extremely polite. I'm grateful to him. They are polite and courteous.
 The police force. They do a good job.
 I feel pretty safe here because the Police Department is really top notch. In an urban city, that really matters. They promote people getting along.
 The Police Department is stellar. I met a number of the officers, went through the Citizens' Police Academy, and am so impressed with just about every aspect of the Department.

Verbatim Responses: City's Greatest Strength

In your opinion, what is Newport News' greatest strength? (cont'd)

Economic Development\The City works to bring in desirable businesses

We have newer job opportunities now, so it's not just the shipyard. The City pushes economic growth with more shops and restaurants. I like that.

Our City's willingness to work to bring in good businesses. I never thought we could get a Trader Joe's and a Whole Foods.

Their expansion of business has been helpful. They've attracted quite a few restaurants and the new mall. We also have the shipyard and Newport News Waterworks.

The revenue that they are bringing into the community with the newer shopping centers is very important.

They are very good at bringing economic opportunities so that we can all have jobs, such as the shipyard.

They are really trying to bring new businesses to the city.

Continual growth in businesses being recruited to come to town.

Improving daily. Newport News is doing a lot to make the city nicer. Attracting good stores and more jobs.

Impressive developments in the works. We look to the future.

I'm just not happy here right now

Nothing, my kids are grown so I don't use services. My taxes are horrible. I have lived in this house 30 years and taxes keep going up. I tried to call a representative and she never wanted to speak with me.

Sadly, City officials spend money like it's going out of style. I can't keep up and I'm very dissatisfied.

I can't think of anything. I'm not too happy.

Nothing. I don't like it here and I want to move back to Ohio. The schools are horrible. My kids go to Newsome Park.

In my opinion there are more weaknesses than strengths.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you?

Roads need to be repaired, paved, or expanded

Some of the roads are going to be expensive to fix.

Fix up the roads and remove the potholes. You have to keep them up or they get worse quickly.

Improve the surface of the roads and bridges in the area.

The roads are in poor condition, uneven, hatched, and rough. They just need attention.

Widen some major roads to handle the number of cars we need to move.

Improve the road conditions and repair them as soon as they start having issues.

The roads have a lot of unexpected potholes. I've hit my car's undercarriage hard while driving.

Improve the road conditions. Do more paving.

Focus on the streets, fixing potholes, and other damage. Keep the streets in better condition.

Fix the streets in my neighborhood. The houses were built in the 40's and most neighborhoods around us look nice.

There should not be areas in Newport News with no sidewalks.

More road construction is needed. This area is growing because of the military. A lot of military bases are shrinking but not ours.

Improve city streets and address the transportation issues. There just aren't enough streets to handle the cars we have now. Build more streets.

The roads have a lot of potholes. I've already ruined several tires just by driving on them.

The issue to me is the streets; there are so many potholes messing up my tires.

Please repair the roads. You almost can't drive around safely.

The streets. The conditions of the actual roads is a problem.

The infrastructure needs attention. Upgrade the roads, sewer lines, water pipes, and just the basics. Quit worrying about the fancy crap.

Fix the streets and you will improve residents' safety. Road repairs: there a lot of potholes and drivers need the roads to be safer.

The highways: we need to keep the roads clear and clean. They don't look good.

Focus on roads and road improvements (widening, etc.).

Keeping the roads maintained. It's not like they don't do it at all, but don't let them get rundown.

Some of the roads are dangerous for car tires. Prioritize them.

The condition of the roads is really serious in places and needs to be tended to. They say they don't have money, but The Virginia Lottery was supposed to fund roads. I feel bad for the teachers having to deal with them bad kids, too.

Concentrate on potholes and roads that need to be re-paved.

Fix the streets that are in bad shape.

Some of our streets are in really bad shape.

My biggest issue is that there are several potholes on my street that have been there for some time. They don't come to fix them.

I don't know what to say. I guess fix up the roads. But, that's a constant thing. You can never win that battle.

A lot of roads need to be re-paved. Main Street between Warwick and Jefferson is very rough, as is the Hilton area of Warwick. On Beech Drive, kids walking to school must walk in the streets (no sidewalks). Drivers almost hit them.

Repair more of the roads.

Improve the streets and road conditions. Pave them.

Road repairs are an ongoing issue. I guess we need to budget more money to keep up better.

The narrow roads can't handle the traffic.

Improve the quality of the roads.

More parks

The parks. Create even more parks and more shopping centers. I'd like someplace to go during the evening and on the weekend to take the kids out.

More parks for kids. More dog parks and recreational areas... especially dog parks.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Maintain the parks better

Make Woodside Park nicer. Beautify it.

Parks and recreation areas not being kept up often enough. Doesn't look good.

Traffic problems need to be addressed

Work on the traffic, education, and crime.

Traffic gets crazy on Jefferson. I suppose we need to widen it.

Address the traffic problems.

Take a look at improving roadways to alleviate traffic.

Work on traffic control.

Traffic control, in general. Crazy drivers. Speeding.

Traffic flow. The cars go too fast, and they don't use their blinker. People don't know the rules of the road. They are going much too fast and should be ticketed.

Alleviate the traffic congestion.

The traffic on both Warwick and Jefferson is bad.

Improve both traffic and safety. Reconsider that question about feeling safe from 6-10 p.m. By 10 p.m., no place in the city is really safe.

We need traffic solutions as far as better City transportation (e.g., light rail to the Downtown area and shipyard).

Where I live, it's all about the traffic. Fix that problem.

Fix the gridlock on our roads. It's bad in so many places.

Solve the traffic problems where we have back-ups and slow-downs.

Traffic on Warwick and Jefferson has really gotten worse because of city expansion. The City needs to reduce the expansion or spread it around the city better.

Solve the traffic issues. I know a lot of people complain about the traffic in certain spots.

It seems like traffic on Jefferson Avenue now is as heavy as it is in the Christmas season.

Widen Warwick Boulevard to resolve traffic issues.

Traffic. Either widen some streets or increase the speed limit, but move the vehicles along. There are too many cars, so there is a back-up of traffic at all times. It is too slow.

Traffic control is a big issue. We have far too many back-ups.

The traffic on both Warwick and Jefferson is quite bad.

Reduce traffic problems and create better streets in my neighborhood. Also, the timing of traffic lights needs to be better.

Fix traffic problems and repair the streets.

The heavy traffic is a problem.

Right now, they need to work on the traffic. We have two main roads and in rush hour they are grid-locked.

Reduce traffic. It's really bad from 2-6 p.m., especially on Fridays. It is bad everywhere throughout the week on Jefferson Avenue and Warwick.

Reduce the crazy traffic.

Traffic would be most important thing for me. It's getting worse.

Reduce the heavy traffic on Jefferson.

Traffic is bad. We really wish they could make the flow of traffic better.

Increase the speed limits to move more traffic.

Address all of the traffic on Jefferson Avenue. Traffic flow issues.

I live a few blocks off Jefferson and the traffic should really flow better there. Most streets do okay, but Jefferson needs help.

Transportation. Many times, it's nearly impossible to get around due to poor roads, poor planning, and slow Interstates. This will be, for the foreseeable future, the biggest issue.

There are some traffic issues along Jefferson Avenue, J. Clyde Morris, by the shipyard, etc. I know it's only part of the day, but it's bad.

The greed for the revenue doesn't justify the endless traffic jams, frustrated drivers, junk food, junk stores, crammed neighborhoods. I love Virginia, but this city is the worst I have lived in.

Transportation needs to keep pace with growth. We are stuck in gridlock. We are still in the horse-and-buggy stage, while the population continues to grow.

Improve traffic flow, especially on Jefferson Avenue.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Timing of stop-lights should be improved

Coordinating the traffic lights could help a lot. I bet there is a computer software program that could do the timing well.

We have too many traffic lights so it slows things down. Reduce traffic.

Make the city cleaner

Improve the appearance of the city. Clean it up. Then, work on crime. And, spend more on education.

Basically, clean up the city streets, making the appearance of a more family-friendly community. Get the "riff raff" off the streets.

Pick up trash, especially along roadways. And, keep our waterways clean and free of trash. We should not have litter all over.

Improve the cleanliness and safety of the city. Not in Oyster Point - focus on the East Side. Too much focus on Oyster Point. What they do for one section, they should do for the entire city.

Cleanliness. Improve the overall appearance of the city.

Keep the streets cleaner and make sure the residents are keeping their yards clean.

Cleanliness is very important to the people in the city.

Continue to beautify the city. Clean up the neighborhoods that need a little help. We need more enforcement of regulations about property maintenance, too.

Mow and edge more. Coming into the city from Jefferson near Lee Hall, the underpass has trees where they do not belong. It looks trashy. Enter from Hampton Roads Center Parkway, there is trash everywhere.

Eliminate mosquitos

I'm concerned about controlling the mosquito population with the Zika virus coming, especially around fountains and still water.

More bike-friendly

Bike lanes for cyclists. This city is extremely bike-unfriendly. We have been run off the road, not given three feet of space, and shouted at.

More activities for families

Programs for families. Help by teaching parents how to raise their kids, especially those who have no male role models in the home.

Activities for families. We need more.

Safe activities for families.

Have more family activities, like at the beach.

More diversity of things for families to do.

More activities for middle aged people

Add more activities for middle-aged people, like more bowling alleys. We need more things that are not jam-packed with young thugs.

Create a place where people over age 40 can dance and socialize.

More activities for seniors

We need more senior activities (wellness centers, recreation centers, pools, walking trails, and stuff like that).

More programs for juvenile offenders

Focus on juvenile delinquents. Help them stay out of more trouble before they become adults.

More City-sponsored activities

Continue to focus on community involvement. The One City Marathon was a terrific event and so many people got involved. Need more City-sponsored activities.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

More activities for teens

Look at the kids. We need to focus on the teenagers by giving them something to do. Give them jobs or something to keep their hands busy and keep them out of trouble.

Offer more activities for teens. When we keep young people engaged, they grow up healthier and happier.

Find more things for young people (teens) to do in the daytime to keep them off the streets.

Make sure the young people have enough to do so they don't run wild in neighborhoods and get into trouble. We should work on keeping them more engaged, to cut down on kids getting into trouble.

We need things for teens to do. There is no MakerSpace for them.

They need to have more recreational activities for young people. Focus on safety. Things open up, but close down because of violence. It seems like nothing stays open.

More scholastic and volunteer opportunities for students of all ages in the schools. Especially teens.

Prevent delinquency and the crime that happens. We need more stuff for young people to do.

More activities for children

More youth activities. We need more things for all children, including teenagers. Have more opportunities, so they won't get into trouble.

More activities for kids. Keep kids engaged and learning beyond the school day. When I was in school in the 60s, we would participate in after-school activities (athletics). Today, our kids just sit around.

The schools need more activities. Have more activities for children after school.

The children should have more opportunities for things to do. More activities, events, shows, music, art, etc.

Add something for the children in the Community Centers that is free. They need something to do, like more activities that are free.

The children. Put more money into youth programs.

We need more stuff for the kids to do, like programs for the kids that are free.

The kids need more activities to keep them out of trouble. Supervision and activities.

Try to offer more events for the kids.

Our children need mentoring. Teach them the basic things and preach how clothes and cars are materialistic. Have more programs to make the kids feel safe. We had a lock-in and my son had so much fun! There were no problems.

Work on programs for the youth to enhance their education.

The children need to have more programs and activities to keep them out of trouble.

Make sure that they have community centers for our young people. Also, feeding the homeless is very important in a civilized society.

More help for the homeless

Focus on the homeless problem. That improves safety.

Newport News should do a lot more for homeless women. Instead of building all these dumb buildings, build shelters for homeless women and battered women. They need a place of safety.

Provide shelter and services for all of the homeless people. They are humans!

The homeless. They just need more facilities.

They need to focus on helping the homeless, including finding places for them to live. You see them all around begging for food. It's a sign of a city that doesn't value life.

My main concern is dealing with the homeless and the way they house and medicate them. It's all wrong. We can do better.

The homeless. There are a lot of them where I live. They need a special building for them to go in when it is hot or cold that also provides food. Do something instead of having them standing outside begging. That looks terrible.

Help the homeless more so our streets will seem safer. It's an image problem we have, more than an actual crime problem.

Help the homeless and poor. Develop resources for their care. The City's current strategy of not providing a place for them is not working.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

More help for the elderly

Help the senior citizens; they took away their tax relief.

Help seniors by giving them tax relief or waive their taxes entirely. My mom is 91. I just hate to see her pay real estate taxes every year.

The elderly need more help and we don't do anything for them here.

Help the elderly. I would like for us to focus on Social Security payments and lobbying to increase them for older people.

Give a tax break to retired people. They have a program for that, but I don't qualify. I don't understand, because I am on Social Security. They need to have a higher threshold to cover people like me.

The elderly. Be more concerned about their well-being.

More frequent recycling\trash pickup

Improve the quality of services for trash and bulk pick-up. They used to come by every week for both, but now they only come bi-weekly for bulk. The price did not go down, of course.

As we are paying more fees for trash and sewage, it seems we are getting less service. I remember when pick-up was twice a week. I don't have enough room for my trash on a weekly schedule.

Focus on basic infrastructure needs

Instead of putting funds towards new infrastructure, rehabilitate and take care of things. The bacteria at our beach is due to failing sewer systems and extreme flooding from undersized storm sewers.

Don't change the Waterworks logo

Change the Waterworks symbol back. Return to Middle Ground Boulevard and City Farm.

Attract more restaurants

Better restaurants. Newport News needs more culture. We're not cutting-edge or urban enough.

Attract more stores/a specific store

Bring in upscale stores.

The new development of retail properties will keep the city modern and prevent it from growing old and ugly. Keep it vibrant to prevent Newport News from becoming just another old city.

Development. More stores. They need to build something to protect the boats by the shipyard.

Bring in more really nice shops and stores. The Wegmans thing was very distasteful.

Keep developing the shopping areas and adding more restaurants. It makes Newport News a much nicer city.

Then, deal with all of the vacant strip centers by re-purposing them.

Attract good companies here

Please continue attracting a diversity of businesses to the area.

Jobs. Get more large businesses to move into the city and hire more people. Well-paying jobs.

Do things that would attract more companies here, so we'd depend less on the Navy and the shipyard. We need to have activities here to attract younger people fresh out of college to the area. Jobs do that.

Just keep making improvements like you have been doing. Bring in desirable businesses. Fix up problem neighborhoods.

Attract Wegmans

I would want them to encourage Wegmans to come. It would benefit the city, the area, and the tax base. Wegmans knows if it's a good market and their analysis said it is.

Bring in that Wegmans store. Council had no right to try to squeeze them to select a different location. That's a private enterprise.

You should have welcomed Wegmans with open arms, instead of giving them a hard time. Attracting nice stores will get Newport News more tax money. Work harder on attracting good commercial taxpayers.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Attract more tourism

Efforts to attract tourists. Tourism means money into our city, and lower taxes for us. My only complaint is the major roads in the city.

Attract more jobs\better jobs

We need greater job availability. Bring in higher-paying jobs.

More jobs for people. More training in Vo Tech to prepare shipyard workers who are getting laid off to be able to do more things. And, focus on school safety.

Bring in more jobs.

We need better-paying jobs. I live in Colony Pines and don't have a car.

More job opportunities for our citizens.

We need more job opportunities. Bring in jobs for people (in quantity).

Jobs. We need considerably more available jobs.

Bring in better jobs at companies that won't require a college degree.

We definitely need good jobs in the city.

More jobs and improving the education for young people. Schools matter to our future.

I think we need to increase the pay for jobs and create more opportunities. It will boost people's motivation to work in the city.

More jobs for residents who didn't finish college.

Employment. There are a lot of young people that need employment or something valuable to do. By age 18, a job should be the next step. But, it seems that these kids can't find work.

Bring wealth to the city. Bring in white collar jobs and improve the airport. Get rid of the bad leadership and get some new officials to run our city.

The city could be better if they attracted more jobs for people. Add more money to our Social Security, and take away guns from kids.

The jobs are our future. Bring in good jobs.

We need more jobs for some people. We have a lot of homeless people who need somewhere to go and a legal way to get money.

Get rid of the SOLs. They are setting the kids up for failure. Prepare the kids that want to go to college, as well as the ones who want to enter the workforce. They all deserve help.

More job creation. Attract more businesses.

To improve the economy, create more jobs.

Improve the lives of community members by bringing in more jobs. Repair infrastructure and boost safety in the communities.

More job opportunities within the city.

The City's leadership should focus on jobs.

The City should focus on diversifying the job opportunities, and attracting small businesses and adult entertainment venues in the city.

Would like to see more employment opportunities besides the shipyard. Would also like to see more green space and public parks.

More jobs. I'm having a hard time finding a job within my career field. I'm an accountant with minimal experience.

Poverty reduction efforts by bringing in jobs for people who may not have attended college.

I stay at Apex Ashton Green Apartments but would prefer to buy a home. The pay isn't good enough here. We need better jobs.

I'd like to see a focus on higher-paying jobs. Bring in more large corporations with management positions.

My friends convinced me to move here after I finished school, but now I have to drive to Norfolk to work. I thought it would be easy to find a job here.

Continue to attract good businesses in shopping/retail and higher paying office jobs.

Attract higher wage jobs by attracting big employers with desk jobs.

Keep bringing in white collar jobs so we don't rely so much on the shipyard.

Bring in more white collar jobs for college graduates.

I have a good 4-year degree, but no wages to reflect it. Need more higher-pay jobs and management jobs, not more minimum wage jobs.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Attract more street vendors

Encourage more street vendors and make it easier to get a license to be one.

Attract more "things to do" in Newport News

Get more activities and destinations in the city. I have to go to Hampton for everything I want. In Hampton at

Buckroe, they have events in the parks, like bands and movies. The parks here do not have events.

There is not enough for residents to do here. No music clubs; no adult entertainment.

There could be a little more entertainment in the city.

Bring in more things to do like they have in Williamsburg. We are lacking, as far as entertainment goes.

Build more businesses and get more local entertainment.

Get more community events and things to do.

Keep doing good stuff. Have more activities for residents. Make an Arts District with lots of music. Focus on quality of life during non-work hours.

Attract/build quality new housing

Build some nice new housing. Build around the eyesores with infill. You can leave some places as they are, but rebuild all of the deteriorating apartments.

We need more nice neighborhoods to attract residents who will pay higher taxes. The government needs more money to operate and that comes from taxes.

Attract/build affordable housing

Get developers to build modest, affordable housing for people who can't afford McMansions.

Provide more affordable housing. They seem to want to build mostly high-end stuff. If you're going to tear down rundown stuff, you've gotta build new affordable housing, too.

Build a large indoor auditorium or sports arena

We need more entertainment complexes. Start with a sports arena.

We need an indoor Civic Center large enough for the graduations in Newport News, instead of going to Hampton.

Build a place we can use for big celebrations.

Focus on community-building

Continue to focus on building strong community connections. We have a wonderful group of people here and we need to all get along.

Focus on learning to work together and get things done. Keep calm and work together.

Keep working on race relations and everyone getting along.

Have more community events and make them more noticeable for people. Increase our sense of togetherness.

Hold more community events to bring people together.

Work on building community and helping the school system to get better. This may be a funding problem.

Hold community bonding events. Things that make people proud of living in Newport News.

Improve adult protective services

Enhance adult protective services for senior citizens and others who may need it. I worry about many seniors.

We need more job training programs

Get people to work. Help people get back on their feet instead of sitting around at home receiving benefits. Job training or placement services.

Alleviate poverty and help people get jobs. Do you offer job training programs? Some people really need that. What if the shipyard has more layoffs? What will people do?

Improve customer service

Need someone who understands customer service at the Courthouse. In neighborhoods, arrest people discharging firearms and hitting houses. Be more like Williamsburg. They understand how to build a nice community.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Communicate more with the community\transparency

Enhance government transparency and authenticity. I look for honesty from the City in everything they do. Step up transparency.

Communication about things we'd be interested in. They really don't communicate with everyone. If they are going to build a street, for example, the only people who know are the ones involved with the City project.

I don't really know what they do with the tax dollars. So, maybe more communication and education on what they do with the tax dollars.

Send out additional information about events for seniors.

We need a new direction with City management. We are going too fast into the realm of technology for the sake of the almighty dollar. They'd rather raise taxes in the City than listen to us. Put that on your survey.

City services are available to all citizens. They need to make it clear that all citizens can have access. People don't realize that. Tell them.

There should be more than the a few inserts in the local newspaper. We really should know more about our city, so try to work on distributing more info.

Improve race relations\understanding

Address problems related to racial difficulties in the area. Teach tolerance and understanding. I think there is hatred within racial groups, too.

Encourage more inter-community relationships, meaning race relations among poor and rich neighborhoods. Create more of a sense of community and unity and fairness.

Address race relations issues. The community seems to have problems related to race. Have the police trained on cultural differences.

Improve race relations. There is still segregation in Newport News. Come together.

Race relations are always causing tension. We should celebrate diversity instead of pushing each other around. People fight too much.

Improve certain neighborhoods\the neighborhoods

Address the needs of all neighborhoods. I am very satisfied with mine, but know others need attention.

Increase the things that are needed for the average middle income families versus always supporting the East End for everything.

Improve things for poorer neighborhoods. Remove the litter. Take down rundown buildings. Don't let people hang out on street corners. Enforce the law.

Continue to remove blighted housing and re-develop rundown areas. Help poor people find decent housing. Be sure you protect trees and open space, too.

Clean up rundown blocks that have poor maintenance. Prevent crime.

Improve the South District so it is safer and has more middle class people. Make the landlords keep up their apartments. Don't allow rundown or vacant places.

Keep up the good work in improving Newport News. We're slowly getting better. Make a plan for neighborhood redevelopment, get the money, and do it.

Improve\re-develop the East End

Improve the quality of individual neighborhoods in the city, especially at the East End. Make each neighborhood have some sort of identity to distinguish it.

Do more development in the East Side where they are already working.

Improve the health of the East End, where murders and drug activity are prevalent. Refurbish it. Transportation is difficult for those who are poor. Education for children is difficult for those who are in single-parent homes.

Build up the East End by improving it and investing in it.

Develop the East End of the city and manage traffic congestion.

Revitalization of the East End.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Improve/re-develop the Denbigh area

Clean up Denbigh. It is sad that residents don't give a crap and now they are sending all the crime to our area.

Denbigh is going to be the next East End. I can't wait to get out of here.

Improve the Oyster Point - Denbigh corridor and by the airport and add a new Wegmans. It was wrong to quibble with Wegmans about that land. You can't pressure a company to put stores in areas where the people have no money.

I worry about the fall of Denbigh. It has gone down quickly and something needs to be done.

The deterioration of Denbigh both in appearance and crime, especially all along Warwick Boulevard.

The whole Denbigh area seems to have been forgotten by the City government. We need help here. Things are falling apart.

Improve/re-develop the Downtown area

Rehabilitate Downtown Newport News. Add something to encourage the people to go there. Residents who live here would go Downtown for "destination shopping," like maybe for an IKEA.

Bring in cool stores to Downtown and revive that area.

Keep the upward trend on improving rundown areas. I worry that Downtown will be totally empty someday. The South District needs more help.

Clean up Downtown so more businesses will want to locate there. Don't let it die.

Clean up Downtown Newport News. It has become disgraceful and dangerous.

Improve/re-develop the Southeast

Redevelop the neighborhoods in the Southeast where properties are in poor repair. Give that area a boost.

Clean up the Southeast community in terms of crime, drug use, violence, etc.

Improve the Southeast area. Tear down and rebuild bad spots.

The Southeast needs attention. Are they getting the needed assistance? Will the next generation grow up to value education? More social workers are needed. What about free daycare?

Improve public transit (e.g., light rail)

Buy more busses for transportation.

Get modern transportation, like the Norfolk Tide. Then, improve the welfare of senior citizens by helping them more.

Everything has gone North away from my area. You have to have a bus or a car to go anywhere, and it could take a long time to get to places I need to go. We're not walkable anymore.

Make the city more accessible for those without cars. Bike lanes would be good. More sidewalks. More motorcycle- or scooter-specific parking.

Address public transportation and crime.

Improve the City's website

Fix the website where you pay for your water and sewage. They have updated it so much that you can't get into it from MSN.com.

Work on your website to make it easier to navigate.

Reduce the amount of Section 8 housing

Revise the Section 8 program. Moving so many people in my neighborhood is wrong and lowers property values.

They get in trouble more often than not. Watch where you are moving people.

Liberals are killing this city. Too many Section 8 projects herd minorities and bring down property values. Reduce Section 8 by 50%. Encourage liberals to leave. Let decent taxpayers try to raise the city up.

Improve healthcare

Improve healthcare. PACE doctors killed my mother with unneeded prescriptions. Doctors have to write a required number of prescriptions each month, I was told. These guys are legal drug pushers.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Improve access to and awareness of services for the under-served

Help people who need help by telling them about the programs you have available. People don't know what's out there.

Focus on the poor people who feel forgotten by the City. Improve their lives with better social services.

Focus on the citizens and recognize the varied conditions in both sides of the city. Some people need more help.

Develop new programs from prenatal to elementary school for lower-middle and lower-class families. They need guidance.

The elderly and disabled need to have more financial, medical, and housing assistance. You have to be very poor with no money to get Medicaid.

Focus on consistency of services for disadvantaged families, kids at risk, and the elderly... especially for housing. Make every part of the city attractive and pleasant so people will feel safer.

Improve the less economically-advantaged areas of the community. Work on public health and making neighborhoods less dangerous.

The lower socioeconomic areas need extra attention. They don't even know what the City could be doing for them. Help get services for the older people in the city. They need more food stamps and things for someone who is old and isn't rich and has needs.

Work to manage poverty in Newport News. The lower income areas have significant social problems that need to be addressed or crime and violence will become more of an issue.

I got no services to assist me as a parent (behavioral, mental, or physical). They block me at every turn. I tried to get help for my child (school, Social Services, CPS, courts) and got none.

Improve lighting in the city

Focus on improving lighting, more bus stops, and improving the appearance of roadways.

Improve lighting along streets. It seems like only half of the bulbs even work and we need more fixtures put in.

Add more street lighting.

Improve drainage in the city

The rainwater drainage issues make Downtown undesirable.

Improve drainage. There is a leak that runs into the James River and it has been that way for a while.

We have a lot of places where the water tends to pool due to bad water drainage. I guess that's a sewer issue, but it never gets fixed.

Clean the ditches out before someone gets killed. And, slow the traffic on Marshall Avenue.

Drainage on the roads and wastewater management. The roads flood terribly Downtown when it rains. I understand we are a low-lying area, but the flooding is excessive.

Drainage. Newport News seems to have a lot of ditches. They can be eyesores.

Improve school safety

Protection of the children in school. The bullying is bad in the schools. The schools should be a place to learn, not be in fear.

Improve safety in our schools. On the news, I see a lot of bullying in U.S. schools. I don't want that to happen in our schools.

For my kids, I want to see more safety in the schools. Have more recreation for the children.

Keep the people of Newport News living here. Focus on the children and keep our schools safe so people won't want to move away.

School safety. And, the schools focus too much on preparing for tests.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Improve the schools\education

Focus on improving the educational system for the children.

The quality of education is lacking. There should be more parent involvement and accountability. Also, the City's bill-paying website is not user-friendly. Overall, it's not very good website.

Focus on the schools. The kids deserve a better quality education.

Focus on the schools, the teachers, and the pupils. Teachers should get more pay and the classrooms should have a lower number of students per classroom.

Focus on the youth and their education. Schools simply must be improved. Some of them are old and outdated. It's ridiculous that this is where our children have to go every day.

Focus on high school educational programs. Not enough activities. Too many students per classroom.

The number one priority should be education. Perhaps we need to spend more on education.

Education. Improve the facilities and the teachers. Expand the number of classrooms, because teachers are needed at each level.

Make changes in the educational system to improve instruction. You've got to let teachers teach and not spend their days on discipline.

Improve the education our kids get.

Focus more on education for the children.

Improve education and bring in jobs for the future of the city.

Improve education for future generations. We need to invest in schools and great teachers.

Improve our schooling for future generations.

Focus on the younger generations and their accessibility to educational resources.

Education for future generations.

Grades K-12 need to have access to more arts, such as music. There should be more arts because they help them with Math and English. The arts foster creativity, which translates well into other subjects.

Focus more on the school system. It used to be really good, but its performance has been going down. Also, the Mayor should never endorse anyone on City Council because it's supposed to be non-partisan.

The quality of the education system. And, safety in general.

Improve the condition of the public schools. I don't know how they zone the schools, but it is messed up. The students weren't assigned fairly. They should re-evaluate the school zoning.

You can always improve education. Make our schools world-class.

The school system stinks. I pay \$15,000 a year for one child to attend private school because of the bullying in the school system.

Quality education. The City should have quality staff members who reside in the community. I feel that our leaders should all reside in the community.

Schools. We need teacher education and better structuring of the school day that doesn't revolve around SOL testing. Bring back reading programs and get students more involved in extracurricular activities. And, get kids involved in local activities.

The schools. There is always room for improvement there and I'm a teacher, so I know!

Education. We must run the public schools better. Improve them with stronger leadership.

Education. The school system needs to improve. It is not as good as it can be. Our testing scores are low compared to the rest of the State of Virginia.

Improve the school buildings and the educational system.

Improve education. Kids need help with college prep so they will be ready.

Maintaining public school quality. Also, certain traffic lights do not seem to move the flow of traffic very well.

Some of the schools need to be improved. At some, the quality of the education is terrible. It gets hard to attract good teachers when the school is dangerous.

Improve students' education. Invest in education.

Improvements to schools for the children.

We need to fix the schools. As I grew up, anything below a 60 was an F. Now, they are dumbing the schools down, making lower grades acceptable. Get rid of the teacher's unions.

Leadership should focus more on education and safety in the city. You can impress a chosen few, but focus on impressing the majority of the people here. Spend our money wisely.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Education. Do more for the schools and allow the teachers to teach instead of worrying about paperwork and tests.

Are our schools missing their accreditation goals because they focus too much on the SOLs?

Education. Enhance how the kids are learning. Have plenty of teachers and smaller classes.

Education. Provide better opportunities for schoolchildren. Clean up the neighborhoods. I can't send my child to the local school. It is the second worst school in the city. I have to send him to private school, which costs a lot of money.

Education. The ranking of the schools is abysmal in comparison to others in Virginia. We're moving soon to be in a better school district. I have a 5 and a 4-year-old.

Focus on the children, making sure they are well-educated and well-prepared for adulthood.

The schools can better prepare students for college. But, the schools need more emphasis on the trades, because not everyone is made for college.

The schools. The overall school system needs work. Some schools have 2-3 weeks after SOL testing and they don't really utilize the time afterwards. They teach so much to the SOLs, they aren't getting help for academics.

Education. Too many high school seniors are not prepared for college.

I would say our schools are #1. Then, enhancing community services.

Education. The quality of school facilities and getting more teachers hired to reduce class sizes.

I worry that the standards in the schools have lost strength and we just teach to the SOLs.

Improving public schools and the libraries.

Schools and family involvement are intertwined. It's hard for the schools to solve problems because it all comes down to the parents. Invest in programs that develop character, further education, and involve the families.

Better education and safety for the kids. Teachers should not teach to pass a test. We want the children to be successful in life. I know two kids who have been murdered here. The City should offer safe things for kids to do.

The quality of our primary education must improve. The schools need to do better.

Improve the schools and the education inside of them.

We need to improve the schools so our graduates will do better in life.

Improve the quality of the middle schools. Watch for student health issues in middle schools.

The school system must improve.

Our schools get marks that are very low in terms of our ratings. We need teachers who actually care about teaching.

And, they need more police officers. They are being overwhelmed, there is so much going on. Improve the education for our kids.

We need better schools. We focus too much on the standardized tests. We have no place for graduations. We need more extracurricular activities.

Education. Schools don't prepare kids for the next step. They are more concerned with the SOLs, instead of being ready for the real world.

The schools need more teachers and the hospitals have too much wait time.

Improve all schools and give parents a choice of which school they want their child to attend.

Improve education. I think that the assignments within "neighborhood" schools should come back. Don't assign kids out of their own neighborhoods.

Improve the quality of education in our city.

Focus on schools and maintaining good facilities. Get rid of poor teachers, pay teachers what they deserve, and make the parents accountable for children.

School quality - we lack accreditation. I worry about the attitudes inside our schools. They don't seem upbeat.

Have programs for children to help them with homework and help them in school. Success in life depends on a good education.

There is always room for improvement in the school system. Our children need to stay competitive with the rest of the state, so we need more resources. Spending on education is a good value.

Better schools in Newport News. Our public school system is struggling.

Improve the quality of schools. Properly maintain the school buildings and hire enough staff so that they are not overworked.

Improve the schools by lowering student-teacher ratios. Many of our kids need extra help and we need well-paid, qualified teachers to have the time to assist them.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Education and recreation for our youth should be primary. Our city has grown rapidly. Without one area church, there would be no basketball courts. There is no place for teens to safely play outside.
 Improve Tucker-Capps Elementary. Smaller class sizes would help.
 Spend more on education and you will see crime go down. We need lots of programs to be expanded to keep kids busy with healthy activities.
 Prepare our kids for upcoming technology and new opportunities in science, commerce, enterprise, health, communication, and services. Kids must not only survive, but thrive, achieve, innovate, and lead.

Increase the schools' budget

The children are our future. I worry that the educational options may not be good enough here. I know money is tight and the schools requested more money and didn't get it.
 The schools really need more money.
 Offer more financial support for the city's school system.
 The school systems could benefit from more funding.
 The school system isn't as good as it should be. I understand that it's a funding issue, but it should be our priority.
 The funding needs to go in the right direction, meaning to schools.
 The school system lacks materials for the classrooms such as books, workbooks, and worksheets. They need more money. Teachers cannot buy these things from their salaries.
 The school funding problem. So many schools are Priority One because of low scores. We have to help these kids improve themselves.
 Schools. We should be putting more money into them. Get grants from the Feds.
 Education. Support the schools better.
 The school buildings need more money. The City does not give them the full budget requested, so some building projects will not be completed. The HVAC and roofing are being neglected.
 The school system needs the money to help kids that need extra help. Autistic or Asperger's children that are high-functioning still need help.
 The schools simply need more funding.
 Increase the funding for the schools and stop focusing on the standardized tests. I have children and they could do so much better.
 Education. Provide more financial support to the schools so there are adequate resources available to both teachers and students.
 Public school infrastructure needs. Deferred maintenance and improvements.
 It sounds like there are issues with school funding. The City needs to pony up with the money the schools need. That should be a top priority.
 There is a problem with school funding right now. Our children should be our priority at all times. If the schools need money, give it to them.
 The schools are unattractive and that could mean people choose to live somewhere else. Schools and school buildings really need to be a top priority for City Council.
 The schools. I suppose they need more funding.
 The schools need more funding. Then, we can get better teachers.

Improve teachers' pay

Better pay for teachers, more support for teachers, and less pay for the Superintendent.
 Our public schools. The teachers' salaries are an issue, and we need to be able to recruit the best teachers to teach our children. It all starts with the children.
 Schools. Increase teachers' (bus drivers, too) overall salaries for being employees. You get what you pay for. Quality teachers need quality pay. It helps with morale.

Pay City employees more

They should give City workers a raise because they work really hard. I have heard that the supervisors often will not help even when they are short-staffed. As a taxpayer, I would like them to help as well, especially when needed.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Work to reduce school bullying

Bullying of school children while in the public schools.

School bullying is my concern. We have a middle-schooler who wants to learn, but it's hard. There are so many discipline issues. No one is taking bullying seriously. We paid to send our high-schooler to Yorktown.

Reduce bullying in schools so the children aren't committing suicide. No child should be killing themselves because they feel bad.

Stop school bullying and give teachers more power to correct kids.

Work toward pay equity for women

Increase the salaries for working women in the area.

More police patrols\presence

The police need to keep the city under control. The Police and Fire Departments are doing a great job, but sometimes things just seem like they've gotten out of hand. Also, I would like the city to grow some more.

They've got to get the police out on the street. Kids are shooting each other. Get undercover cars that don't look like police cars. If they have two officers per car, they could do more good. We need prevention.

There should be more policemen on the streets. I feel that they don't do it as much as they used to, especially in my neighborhood.

Especially at night, crime goes up. We need more visible patrol cars on the streets. I know they have unmarked cars, but marked patrol cars may deter crime when it's dark.

Safety. Make the various neighborhoods feel safer so we can go for walks. There really is not enough police presence.

Have more security around so we don't have to worry about crime. Fear is a bad thing.

Increase security through more police presence.

The Police Department should be more vigilant. Go out and walk, bike, and interact with the public. Some crimes are committed over, and over, and over in the same areas. Get to know the residents to reduce the chance of more crime.

Having more police in the parts of our community where drugs are located.

Safety for our teenagers. After dark, more police presence would be appreciated. They are fantastic, but I would like them to be more active after dark.

When it gets dark, that's when down the street from my neighborhood gets busy. Prevent crimes. More alertness from the police.

The crime. We need more police in the high crime areas.

Work on safety. I hate watching the news and learning that another person was shot dead. There is work to be done, so stop spending money on Wegmans and spend it on the police.

At Seven Oaks it is kinda rowdy. Maybe hire some sort of security person to assist the police and try to avoid problems.

Empower certain neighborhoods by encouraging police involvement with the people of said neighborhoods.

Improve the City's image\reputation

I would say improving the reputation of our city. We're known for crime, not all of the wonderful things we have and do. We need better public relations.

You need to have an upbeat attitude. The Wegmans demands you made looked bad for the City. Look to the future and make decisions that lift us up as a city.

Work to ensure welfare and assistance dollars are well-spent

Be more cautious with welfare dollars to ensure that it goes to the children. Don't support the lifestyle of the parent (cell phone, nails, hair, and cars). Empower people to take responsibility for their own lives.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Work so residents will feel safer

I am really very happy with living here, but safety can always improve.

When you asked me about using the streets from 6-10 p.m. I said there should be more police officers. People need to feel safe sitting on their front porches, coming home in the evening, or driving. People should not feel unsafe. Make the city as safe as possible. Why are Section 8 people being moved into the better neighborhoods? How is it that those people drive such nice cars? That should be checked out.

My safety from the teenagers who are roaming the area. These older teenagers just don't have much to do and they are very scary walking around and shooting each other.

Improve safety, but not necessarily my neighborhood. The problems are really in low-income neighborhoods. Everyone should feel safe, but differences in income can cause issues.

I want to believe that it's safe out there, but the crime reports are kinda frightening.

Improve safety in the area. I worry about being a victim of crime.

Increase safety in general. We have way too many shootings in our city.

Enhance safety throughout the city.

Create a safer environment for people to raise their kids. Make it safe for seniors to walk around.

Safety and reducing crime in the area. There is a lot of violence around.

Enhance the safety for senior citizens. Work to keep us safer.

Focus on keeping the city safe for the people living in it.

I want to feel safer. There are pockets of the city with gunshots and I don't feel safe taking my family there. I see people hanging out on the streets. I have a friend in Denbigh, and they hear gunshots all the time.

Safety, meaning make all neighborhoods safer as far as break-ins and other crime. People need to feel safe.

They should make the city safer. There should be less violence and crime.

I would like to feel confident about shopping from 6-10 at night by myself. Safety should be a community goal.

Safety, meaning to be able to walk outside without the fear of being shot.

Increase safety in the city.

Focus on the safety of everyone in Newport News. Make sure all the kids grow up safe.

Improve safety and spend more on education.

Probably safety, since there are certain areas where there does not seem to be a safe environment.

Keep the streets safe. The whole area, really. People need to feel safe.

Safety. I would just say the police have a strong presence, but even more is needed.

The safety of our children. I worry about street gangs and safety, in general.

The safety of the citizens is key.

The safety of the people. And, build no more strip malls. Fix up the ones we already have.

Increase the feeling of safety in all neighborhoods.

Safety. First, I would change the curfew to make it earlier. Work to keep good quality teachers like John Axsom who teaches karate. We have a problem with bullying. John is the solution to bullying, for both the victim and the bully.

Safety in Downtown Newport News. Focus on gun control and safety.

Police presence. Virginia Natural Gas charges people to pay their bill online. Suddenly, I have to pay a \$4 fee to pay online. I pay everything online and no other utility charges me for that.

It's all about people feeling safe.

Safety is the most important thing to me. Protect the families in the communities. I want my family and all others to be safe. We need an increased police presence in problem areas.

Public safety. Get these knuckleheads off the streets and stop them from shooting each other.

Getting the neighborhoods straight in terms of safety. My neighborhood is awful. They need to have curfew restrictions and enforce them. I couldn't tell if they even have one now.

Make Newport News safer. Keep the people safer.

Safety. The crime rate needs to go down. Criminal activity worries me.

Give us the perception of safety. People need to feel safer. When I watch the news, our city looks dangerous.

Manage safety concerns. Hire more police to make the City safer. It may not help, but let's try.

Crime and safety. What do the police actually do? Race relations are horrendous and needing to say the term "race relations" in 2016 is just disgusting.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

In the South, our needs are basic. Safety is our main concern. I don't want to be killed by a stray bullet or gunned down because someone is raging.
 Make the South part of the city safer. I just bought my first home by 23rd and Wickham. I should be able to walk outside without fear. Police can't control what people do, but maybe more police would help.
 I don't feel safe in my own home. Make our city more calm and peaceful without all of the fighting and violence.
 Make our city safer. Just focus on residents' safety.

Work to reduce crime

Crime. There is too much crime in Newport News. There are frequent shootings in certain neighborhoods. That is pushing people out of the area. We will soon be moving out of the area because of the crime.
 I would focus on more gun control and lowering the crime rate.
 Crime. The way our city is set up, crime is everywhere. I know the City is doing the best they can. Some people don't like bright streetlights, but I do because it prevents crime.
 Reduce crime in the city.
 Deal with crime. There are so many young people being shot. We need to find ways to suspend all of the gang activity.
 Reduce crime in the city. Lately we have had a lot of break-ins.
 The crime rate. Focus on that as the most important.
 Crime. There is way too much. Oh my God! You can't go to the East End or Denbigh unless you want to come out dead. And, I don't want to die.
 Reduce crime. It's not safe at night. I don't feel safe in any part of Newport News after dark.
 Crime. Too many people are getting shot. It is an everyday thing nowadays.
 Keep crime down.
 Safety. Get crime off the streets. Focus on reducing crime in the Southeast.
 While we have a big crime problem in the city, more important is the focus on public education. They are tied together. We can't even get our schools to pass their national certifications. It's really bad.
 Safety. There is so much crime going on in some sections of the city. The police do what they can, but people do not have respect for them. Life isn't seen as precious anymore.
 Crime is the biggest problem. It's not everywhere, though. I worry about crime, in general, meaning break-ins, robberies, and even murder.
 Reducing crime is your imperative.
 Crime. We have shootings all the time. Just reduce crime.
 Probably a little more effort on addressing crime. Clear up and disband the gangs.
 Crime. We have a lot of crime here. Newport News is rated in the top 30 cities for murders and that's not a good accolade.
 Community safety, meaning crime in the city. Many people have a negative view of Newport News. Work on that.
 The crime. I hear a lot about it on the news, especially in the South End of the city. Do something - I know not what. The violence and crime concern us.
 The crime is pretty horrendous. It gets so much negative TV and newspaper coverage. That scares people.
 Safety. The crime is a problem. Reducing the crime rate is critical.
 Reduce the amount of crime in the city (particularly murders and shootings).
 Crime. We should have non-violence programs for kids to teach them how to resolve differences without violence.
 Safety. Where I live, we have crime. They should have more police patrol near 76th & Chestnut. There is always something going on in the apartment complexes. There have been several shootings.
 Reduction of crime so people feel more comfortable. Have you watched the news lately?
 Focus on cleaning up the crime from the city. Make it safer for kids to grow up here.
 Crime. Continue focusing on things already getting attention, but step it up (poverty, crime, schools). Do more.
 Crime and violence. They need to keep gang violence down to reduce crime.
 There is too much crime, especially the East End. We need more police presence.
 Reduce neighborhood crime so we will have greater peace of mind.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

- Reducing crime in the city. The police should be defending the city better. Maybe we need higher qualified police or more police in general. I'm not sure, but too much stuff is happening out there.
- Learn how to combat crime better. There are several areas in Newport News where I won't go at night, or even during the day. There is some rough turf in Newport News.
- Safety, in general. From crime, safety on the highways, on the streets, in our homes.
- Safety. There is just too much crime. On the East End, someone is getting shot everyday. I finally got a Concealed Carry Permit for the sole purpose of protecting myself in the city.
- Get a new City Manager because there is too much crime. Plus, we have too many City employees, so stop hiring new ones when people quit or retire. Cut the budget through attrition.
- The crime and gang violence concern us.
- The crime. I would like to see less crime in the East End.
- Crime affects everyone. It scares people, even though most neighborhoods are not high-crime.
- Probably address crime by having more police officers.
- Crime and making sure our citizens feel more safe. Focus on the shootings and gang issues.
- I worry about the murders and everything else going on these days. It makes the news often.
- The crime. Clamp down on it and reduce the killings and shootings. The teenagers need something to have as an outlet besides joining gangs.
- Work to lessen crime, especially in the East End.
- Reduce the crime rate in the areas we keep hearing about on the news. Solve the gang stuff that goes on and the drugs, too.
- Prevent crime in the bad areas. People are breaking into people's houses and cars. And, too many people begging for money is annoying.
- The crime. Just prevent it. Officers who are in areas that are more crime-ridden should be cracking down on illegal guns.
- The crime. We hear about too much killing in Newport News. Plus, they don't have enough activities for the children to keep kids busy and not doing bad stuff.
- They are definitely trying to improve crime in the city. They are bringing in higher-end businesses and pushing the "riff raff" away from the city. I worry about the safety of my children and their education. As it stands, my daughter will never go to public schools here.
- Focus on crime and the safety of the citizens and problems with safety in the schools.
- Crime - try to eliminate it as much as you can, even though you can't really do that. Also, doctors should stop giving out so many opiate drugs so freely.
- Crime. Specifically, the gun violence is getting out of hand. These young kids are getting their hands on guns easily. Gun problems are worse than drug issues now. People my age are scared to go to the store now. I must look out for my safety.
- Stopping much of the crime should be our goal. I know it is impossible, but it's a goal.
- Do whatever they can do about crime in the areas where the crime is happening. It's just in certain pockets in the city.
- Lowering the number of crimes. I really hate to hear gunshots in my neighborhood.
- Pay attention to crime and improve the roadways.
- Address crime. The paper doesn't go into detail of what's being done. It doesn't show the root of the issues or address the root of the problem. I know this all starts in the home.
- Crime, gang activity, curfew violations, wandering the streets unsupervised at night. It's a big problem. When you call to complain, they say they will take care of it and they don't. And, the value of our homes drops.
- The crime. I want the police to be around more after a shooting happens. Be more vigilant. Let people see you out there.
- Crime. I am part of the Neighborhood Watch and I believe the City needs to focus more on known criminal areas. Definitely work on crime control. My area is safe, but you see so much violence on the news, so it is definitely a concern.
- Minimizing the crime in the city.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

I don't know if crime is reported more or if it's occurring more. It feels like Seven-Elevens and grocery stores are getting robbed all the time.

Crime. You can't eliminate it, but it is too high right now.

Crime. The killings are so bad. We need to keep young people off the streets. They need jobs. If they had jobs, there would be less crime.

Crime - it's everywhere. It is just an overall challenge, so it's a hard thing to resolve.

The crime and drugs. We even have problems here with heroine addiction.

Get rid of the crime that has been occurring.

Solve crime by coming at it with a different approach. Many times the police are missing what is being said. I heard that a lot of the cameras only take still photos; they need to be recording video.

Solve more crimes. Offer rewards for people to come forward and talk about what they saw during crimes.

They should focus on the crime in the East End.

Focus on improving crime. I see gang violence and break-ins in some spots.

The crime. Do something about the crime.

Crime. And, the sidewalks and streets need work.

The crime rate is just not going down at all.

Crime. Get guns off the streets and give the young people something better to do.

Better crime prevention throughout the community.

There needs to be a handle on the crime issue. Crime is what is driving the people I know out of Newport News. They move out of fear for the future.

Crime. The Police Department seems to focus on traffic, rather than crime.

Reducing the crime rate. Crime seems to be a problem in some places. I don't know what you can do, though. Work on it.

Crime. And, renovating rundown areas.

Crime is the main issue in Newport News. We have to get a handle on this problem. Do we need more police? Is this a youth issue? How can we fix this?

Control the constant crime. Constant news of car and home break-ins leaves a bad impression. Control it. Recurrent gunfire near the nearly-deserted City Center is a huge image erosion.

Manage the crime situation in the lower-income neighborhoods. Too many people fighting amongst themselves.

Crime reduction. Work on the crime issues in certain parts of the city so people there will feel safer.

Poverty and unemployment seem to encourage crime. Work on crime prevention starting when kids are in kindergarten.

The crime in this city is out of control. There's crime all day and night, and nothing is being done. City leaders know what areas the crime stems from, but they do nothing to stop the criminals.

Crime. My Central District has violent crime (armed robbery and armed assaults) creeping toward our neighborhood. Solve the crime problem in the Eastern/Southern end and the food desert will disappear.

Crime in the Downtown area.

Offer job or educational opportunities for the young men who stand around Downtown.

Work to reduce gang activity

Clean up the South area gang activity and create a better image for the city among people who are visiting here. People who live here need to see the city positively.

Protection from gangs and my overall personal safety.

Safety in terms of reducing gang activity in our city.

Stop gang-related crime. Students should be concerned with their education, not gangs. There is not enough monitoring for crime because so many parents are working.

It is the violence and the gangs. We've got to stop it.

Safety. I worry about gang-related crime.

Gang violence. I have teenagers and young children. My kids have friends who have been killed. I really want them to feel safe in the community, but they don't.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Getting control of the crime and all of the gangs. That frightens people, even those in really nice neighborhoods. If we have gangs, which I think we do, we need to get them to stop misbehaving.

Safety, as far as gang violence is concerned. They seem to kill each other.

Limit gang activity. Even though it's not in my neighborhood, it's in the city, which is a problem for me. I wonder if we ignore some things because they are isolated in some neighborhoods.

Make the children our focus and it will stop the gang activity.

Crime. Gangs. We have a lot of gang issues. There are really nice neighborhoods, but they are surrounded by crime-stricken apartment complexes with shootings, drug issues, and gangs.

Watch out for gang activity and crime among teenagers.

The gang violence from wanna-be thugs who are all over. There are no serious gangs, just kids who want to pretend, but they are just as bad.

Stop the gang violence.

Please address the gang violence and the quality of education that our kids receive. The school system needs to move away from SOL testing.

Work to reduce drug sales\use

Focus on reducing the drug activity and subsequent crime.

The drugs and the violence. There is a lot of drug use in the city. It has gotten bad.

Safety. There is an issue with drugs and violence.

Work to reduce loitering\panhandling

Need to get criminals off the streets. People killing each other over drugs. Focus on the stores down Oak Avenue and 36th/37th across from 2nd Baptist on Chestnut Avenue. People just stand on the corner. 19th and Jefferson, as well.

Rid the streets of loitering people and you will reduce crime.

Reduce the amount of homeless people who hang in the area. They are on every corner and it really looks bad.

Get rid of the riff raff, because they destroy neighborhoods and communities. No loitering. No vagrants.

Stop so many people from hanging out on the streets and in front of stores and at parks.

Work to reduce the number of shootings\gun incidents

Deal with the crime and all of the shootings taking place. Make more funds available for people who become unemployed. Expand social services. Improve job opportunities and pay scales.

Stop the violence we see every week. There's always someone getting killed.

Fix the crime situation and reduce the number of murders.

Safety. Less murders and guns. Why do kids have guns?

Crime and gang activity. Reduce crime and focus on the many shootings. People are moving out and selling their homes because of it.

The crime. I worry about the shootings that happen.

I am very concerned about the many shootings, especially Downtown. Get the police more out in the community, walking around and speaking to citizens.

Keeping people from shooting each other and stealing.

The East End has a lot of dissatisfaction because people are getting shot down there. We used to go down there because I was a community nurse, but now we won't go there. Crime has gotten worse.

I feel unsafe. We had shootings less than 50 yards from my house (on a regular basis) in the apartment complexes on Dresden Drive. I have 3 children, so that is very disheartening.

Focus on preventing all of those shootings. They seem to happen almost every day.

Safety, as far as reducing shootings.

Get the guns off of the street. We know that too many kids have guns because we hear about them using them against one another.

I am happy here, but I can see we need to do something about all of those shootings. We're on the news a bunch.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

They should get the guns off the streets, stop the shootings, and lock up the kids who are killing people. Provide more recreation for the kids so they will stay off the streets and away from the guns. Crime. The number of shootings is outrageous. We have to be afraid to go outside or send children to school. We've got a problem with guns and drugs. In some high-density areas people are just killing each other. It has to stop or lots of decent people will move out of our city. It is all about crime and people killing each other.

Manage PR issues relative to crime, safety, shootings

Manage the image of our city better. People in other cities think we're some kind of Murder Central. We have a news problem with so many crimes being reported every day. We are in the news way too much for crimes and murders. Do something to manage the bad publicity our city gets every time someone shoots off a weapon. I think the media over-plays the violence and it frightens people. In reality, we're quite safe here. But, we need to manage the publicity. TV coverage of shootings has been painful to watch. It's not that bad here. Manage media attention on crime better. Too much focus is on the negative things in Newport News, when so much good is also happening. Also, you need to address the youth crime problems. All of the negative publicity on crime lowers our property values. Handle the media better. I feel like we have a public relations problem with how crimes are reported. We stay in the news far too much. It makes Newport News seem very unsafe when it really is just certain people fighting. I am concerned about the reports of crime. We're in the news more than Norfolk now. Work on the city's reputation for having so much crime. I don't really think it's true, but that's what people think. The image of our city is too often associated with guns and killings.

Reduce the number of immigrants moving to Newport News

You need to really reduce the number of immigrants coming to the city. We can't handle more needy people here.

Work to place offenders after they serve their time

Help people who have been incarcerated to get them back in the mainstream. Too many precincts are being built when there are other things that the money should be going towards. Stop recidivism.

Plan well for commercial development

Better commercial development planning. They have been horrible at planning. They want to build another grocery store, and we already have 15 within 3 miles from us. It's ridiculous to go out and recruit another grocery. Commercial development should continue. You do a great job. But, plan it carefully so it will be a success. Increase the new business growth. Grow the city in positive ways. More new and shiny things keep us up-to-date. Build bigger parking lots out where they built the Whole Foods. Make commercial areas nicer. Make sure that the projects they do are going to benefit the city, as opposed to making someone happy in the short term. The new Tech Center is a great example. It seems like when new centers open, they actually take business from other areas. They're trying, but they developed City Center and it didn't fill up. Same with the Tech Center. While they are spreading business too thin, they do have good intentions. They need to design new roads before building new shopping centers. Keep building new projects that benefit the residents. All of the new things have been a good asset. Keep it up.

Don't build new strip centers or shopping centers

Improve planning, because there are way too many strip malls. These businesses just add to traffic. Departments should be talking to each other (planning and traffic). My quality of life would improve if you'd stop building and re-zoning for shopping centers. Concrete jungles are bad. We have vacant strip malls, but new centers are being built. Stop cutting down trees. Focus on air quality and flood mitigation. Slow down on building new shopping centers on the Peninsula, especially in Newport News, because of the traffic flow problems near shopping areas.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Re-use existing commercial properties rather than allow new to be built

Focus on re-use and re-development and how to best plan for it. Don't build new stores - renovate empty spaces. It bothers me to see buildings abandoned and decaying (motels, gas stations, etc.). On Jefferson, take the empty buildings and put something good in them or replace them. Renovate rather than building new.

Stop building new apartments. We don't need so many new stores when we have so many empty spaces.

We need fewer shopping centers. So many are vacant. Approve fewer developments on undeveloped land. Let them re-use buildings that are vacant. Empty commercial space looks bad.

Focus on the over-development in terms of too much new building. Stop building new businesses, and focus on refurbishing existing properties and preserving green spaces.

Stop over-building new shopping centers. There are going to be more stores in the area than there are people. And, we have so many vacant storefronts now. Don't build new when you can renovate an existing place.

Maintain the quality of our city. No over-development. Use unused buildings and stop destroying what little green space we have. There are plenty of existing buildings that are empty eyesores. Fix them up and attract new businesses to them.

Get rid of all these empty buildings or re-purpose them. It makes the city look trashy to have rundown, empty commercial properties.

Let's try to find tenants for empty stores all over the city. Don't build new places every time a business wants to open. Don't build new facilities when there is space already available. I love the new Tech Center, but did they need to build it? I'm worried about them just abandoning empty spaces.

Stop letting business close up and move to a new spot, leaving so many empty buildings. Get the City Farm inmates to clean up places, pick up around the curbs and cut more grass.

More stuff does not make the city better. Do more with what's already here. Clean up areas and vacant properties. Re-purpose them.

Please stop developing new areas, shopping centers, and housing when other previously developed areas are under-utilized and falling into disrepair. Re-use empty spaces.

Tear down or rehab vacant commercial businesses

Tear down the empty, old business buildings. Empty buildings reflect poorly on Newport News. Give grants to land-owners to tear them down.

Clear out these old, abandoned businesses that have been empty a long time. Tear them down or rehab them. Turn them into something for the community. Do you know many empty Seven-Elevens there are here? A bunch.

They need to do something with the unused space on Warwick Boulevard where the Kmart is. Parts of Warwick look way too vacant.

Keep the city cleaner by dealing with abandoned houses and businesses.

Money and attention need to be paid to the commercial vacancies on Warwick Boulevard in the Rivermont neighborhood. It is a gateway to the city and to historic Hilton village.

Make sure businesses do not get rundown or abandoned. That's what defines our city and whether it looks good. Empty big box stores really harm a city. Strip centers often look abandoned.

Treat all areas of the city alike when considering new development

Recognize the diversity of the city and don't just focus on one area. All areas need development or redevelopment. Look at the bigger picture.

Treat all areas of the city alike when you spend our money. New projects are needed in poorer neighborhoods, too. We should be able to drive from one end of the city to the other and see the same level of development. There should not be a big difference from Denbigh to East End. Perhaps the housing authority needs to work on this.

A wide improvement of all of the city, not just building in select neighborhoods. In some areas of the city, there is a lack of beauty. Clean them up.

Treat all areas of the city equally, in terms of investing in it.

The City seems to give perks and benefits to wealthier neighborhoods. Treat all areas the same. We all need to be considered for new projects.

Fix up the areas of town that are in need of work. The people in those neighborhoods will need financial assistance to do the needed repairs.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Avoid overbuilding\overcrowding in high density neighborhoods

The increasing housing congestion. We have too much population. Too many high-density housing areas. It floods the schools with kids.

Focus on community development. We are overcrowding certain areas of town. Use smart growth techniques. Make lower-density communities. The apartment complexes off Dresden need a lot of work. It is terrible and looks raggedy, and there is always something bad going on. Last month a couple of people got shot there.

Step up code enforcement

Neighborhood cleanliness and following the rules, standards, and regulations for properties. Help us maintain our property values.

Cut the grass and maintain all of the vacant lots. Or, force the landowner to do it. It really looks bad when some properties are not maintained.

Enforce the City's codes. My pet peeve is that they are concerned with how the city looks like at shopping centers, but companies put up big ugly signs that are way too big and ugly.

I think the City should not allow rundown properties. Enforce the regulations more.

Codes are there for a reason. Enforcement is important to save some areas of our city.

Focus on the City's existing codes. They need to monitor what they have and be able to correct it by issuing a citation if it isn't fixed up.

They need to work on the apartment complexes, in terms of code violations. And, a lot of the streets are too dark. Sometimes, the deer are a hazard in the city.

Step up the zoning and code enforcement. There are people who break the rules and regulations, and there aren't enough City staff to address it. We have called numerous times but nothing happens.

Enforce the codes to keep properties up throughout the city. Oversee properties to keep property values up and to improve the overall appearance of our community.

Some of the apartments in my complex are boarded up. That's just wrong. Make landlords meet all codes. We should have standards.

Find new revenue sources

Find more revenue sources to accomplish what needs to be done. The school bus depot is one example. If you had more money, this would not be an issue.

Reduce my taxes

Lower taxes. We have a lot of conveniences in this city, and you have to pay for what you get, but we pay too much for what we get. That's why, when we retire, we're moving.

Lower taxes. Focus on the proper administration of the City. Let me put it this way, the budget matters. Use all taxpayer money wisely.

The price of City services should be maintained or reduced. My taxes are too high.

Keep property taxes down and get rid of the personal property tax.

Please reduce my taxes.

They should bring my taxes down because I have paid for my house already. When the mortgage is paid off, don't start sending me separate bills for real estate taxes.

They need to focus on not robbing everyone with taxes, and all the crap they take from us. They charge us for almost everything.

Property taxes are too high and so I can't afford to live here much longer.

Keep the taxes down.

Lower the taxes we pay the City.

Property taxes should be spread out. Instead of paying property taxes twice a year, maybe do it quarterly so it doesn't sting so much.

Find a way to reduce my property taxes. The budget probably has some fluff in it, or someone is probably traveling First Class when coach is good enough.

My taxes are just too high.

Lower my taxes, specifically personal property tax on vehicles. It is just too high.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Decrease all taxes. In general, the taxes in surrounding cities are lower than in Newport News.
 The budget. They need to find a way to cut costs. Residents can only pay so much in taxes.
 Reduce real estate taxes, especially for people on a fixed income.
 Lower my personal property taxes. Lower taxes, in general, including vehicle licensing fees.
 Focus on reducing personal property taxes.
 Keep taxes down.
 Keep tax rates down; property taxes are kinda high.
 Lower all of the City taxes I pay.

Reduce the cost of living

I think that the cost of living in Newport News for the elderly is outrageous. No one can afford it anymore.

Manage City money more carefully\Be thrifty

They should control their spending, because our taxes are ridiculous compared to the other cities.
 Spend my money wisely. I know taxes are necessary because I enjoy Police, Fire, and sewer services. But, in recent weeks, I have seen the City repair mistakes in my neighborhood, and I'm sure it's costing thousands (due to poor planning).
 Cut the spending. Live on a budget. Start with the Mayor and cut from there. It's too damn expensive to pay all of those high wages and retirement accounts. It's all going to tumble down otherwise.
 Put my tax dollars to better use with better spending practices. Why build new store buildings when existing ones could be renovated? It's senseless. Improve the roads, buildings, and all sorts of stuff.
 Budget the money from our taxes well. Be thrifty. Also, take better care of the homeless to get them off the streets.
 More value for the tax dollars. Be careful with our money and don't waste it.
 Be very careful with our tax dollars. Right now, I trust you.
 Focus on how they apply tax money to the schools. Make sure we spend wisely.
 Don't spend our money carelessly. Perhaps give us a vote on how it will be spent. Can you do that somehow?
 People would feel better.
 Staff accountability. So many wasted manhours as numerous City employees hang out not doing anything productive. At the boat ramp/fishing pier, City vehicles sit all day doing nothing.

Need more safe places to walk and bike

Making things safe for the youths to walk and bike. Work on accessibility. They put in an overpass from Jefferson to Warwick with nice sidewalks, but no bike lane. Be greener and preserve the environment.

Need more places for freshwater fishing

Things to do. Have recreational freshwater fishing nearby, so we don't have to drive. A neighborhood-friendly type deal with enough space so we aren't overcrowded.

Preserve green space

Do not develop the old City property. That needs to remain a park of some kind.
 More conservation of green space that is on City property. Minimize the use of that property for future development.
 Build up and not out. Any new project should be refused a permit until other vacant buildings are reused. Newport News has built on 97% of the available land.
 Stop developing every square inch of the city. Leave more green space, and stop tearing down and rebuilding when you could renovate what we have. Why do we tear down a square building and replace it with a square building?
 Remember to leave plenty of trees and grassy areas. That's what makes our city nice.
 Preserve the environment with more wooded areas. They are cutting everything down and paving it over. This contributes to flooding and that has not been adequately addressed.
 The Riverview Farm Park municipal park should be open to the public and not developed.
 Keep green spaces. Do not develop them.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Protect the environment

Look at the environment and try to be more proactive in maintaining what we have. Re-purpose the land that's vacant. Also, please address the limited access to the water for the public.

I live a block from the James River and I like the beauty of it. Make sure it doesn't get more polluted or harmed by big industrial users. Protect the environment and spend money on it.

Improve\expand the airport

We need more airlines at our airport. I think we lost one or two companies. I hope we can get others to replace them.

Improve the libraries

Improve the library system. Use the Rappahannock Regional Library System as a model.

Be more welcoming to small businesses

The negative manner in which the City treats small businesses. They should be assisting, not creating obstacles. Encourage small business growth. Help them.

Just listen to the residents more\Interact with them more

Listen to what the people are saying. There have been a lot of people who make promises and then all of a sudden they get in office and forget all their promises.

Listen to what the residents are telling you. Do more surveys like this. Knock on my door.

Government needs more community interaction. Get out into the community and talk with groups of residents. Like with this survey.

Spend time walking in neighborhoods to see what's actually going on. Get in touch with the elderly, the intellectually disabled, and teenagers so we can focus on their needs and improve their lives.

Talk to us like you're talking to me now. None of the automated stuff. This survey is a good start. Just listen more to our needs and priorities.

I like that you did this survey and hope that you will continue some kind of dialogue with residents outside of this. Do surveys every year, too.

Get out of the office. Know your city, know your people, know the heartbeat of the city. Don't be afraid to get out among your people.

Keep doing surveys and asking what we care about.

Council should work together better

I just hate all of the politics. Focus on government getting something done. Stop the back-stabbing.

Council should have no public arguments. Solve problems in private and then come to the public with the

conclusion. This dysfunction makes people lose faith in government. Some of it looks like a racial thing, too.

Council members are sometimes divisive and it makes it look like certain issues are racial when they are not. This recent issue with the school funding really made us look bad.

Offer child care programs\early childhood education programs

Provide childcare programs like Head Start to help younger kids learn and give them a place to go.

Preschool or early childhood education should be universal.

Complete Route 17

Please finish up Route 17.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

Hire more police

I suspect that we need more police if we want to have more officers patrolling. Crime. They need to hire more officers or make the patrols more frequent. Especially in the southern part from 35th Street down. Because just from reading the paper and hearing the news, that's where a lot of violence occurs. We need more help for the Police Department. Hire more.

Police should not be rude\disrespectful

Reign in the traffic cops. They get headstrong on how many tickets to give. Cops are pulling high school students over for the tiny tassels in the window. They are rude. This changes the outlook of young people who feel disrespected.

I'd like to see the Police Department represent the citizens better. I have never been satisfied, or had a positive interaction. They have been rude, refused to help me, and even took money from me.

The Police Department. My wheels were stolen out of my yard. I found them on Craigslist, told the police, made a report, and they did not care one bit. They were rude. I had the serial number and everything, but they still did nothing.

The law enforcement issues cause a lot of tension in some of areas. The police are very hard to deal with. They don't respect the residents.

Police officers harass folks who are doing nothing. They don't rectify issues in the community, such as shootings and robberies. There have been a lot of murders, with civilians killing civilians, and officers killing them, too.

Hire more Fire and EMS personnel

Retain more City employees in emergency services such as the Fire Department and EMS.

In an emergency, you should be able to send multiple First Responders. I just feel that the City should send more, instead of one guy alone. It's for his safety also.

Hire more qualified bus drivers

The lack of qualified bus drivers is my greatest concern.

Improve the Court system

The criminal justice system. Focus on making sure the right people are brought to justice. Many people are wrongly convicted and are not treated right.

Focus on the court system and the police officers. Better training. Communicate nicely with the public. Twice, I never got a summons. I even got arrested for not appearing once when I didn't get served.

Work on the prison system. Judges send too many people to prison. Too many people are in prison. And, it's just terrible in there.

Expand post office hours

Open the Post Offices every day for more hours. Don't go to lunch during a rush. Provide backup coverage for the employees in the Post Office.

Expand Social Services

More Social Services. There is a negative impact on Northern communities from progress in Downtown. Although much needed, we cannot serve all of the Peninsula's Social Services community.

Support the Virginia War Museum

Emphasize and support the Virginia War Museum. This is an important thing in our community.

Preserve the city's history

Preservation of the city's valuable history. Our kids need something to be proud of.

Verbatim Responses: Most Desired City Focus

If you could tell the City's leadership what they should focus on, what ONE thing is most important to you? (cont'd)

No suggestions; I am happy as things are

I think they are doing very well with what money they have to work with.

I feel quite happy.

I am feeling pretty happy.

Well, I really think they are doing very well with the budget they have to work with.

I'm pretty satisfied, so keep doing what you are doing, just maybe work a little harder at it.

I am already happy. You're doing great.

I don't know. Everything seems fine to me.

Of course, everything is important. But, I am very satisfied with the City and have no complaints. Just keep up the good work.

I don't know. It is all good in my book.

I have no complaints at all. The little bit of traffic I mentioned is "a given" in an urban city.

Everything seems fine. There really is nothing more to do. Kudos.

I'm very happy. Continue to do a good job and improve where necessary.

I don't know because it all seems fine.

Honestly, in all the information the City provides to the community, it seems like they know what to do.

I'm pretty happy with how things are going.

I can't think of anything. They do fine by me.

Nothing, really. I'm good.

Everything is going smoothly, no complaints.

I don't have a suggestion. I like this city.

I don't really know right now. I am happy.

I'd suggest nothing at this time. I am good.

They are already doing fine.

Can't think of anything - they do fine now.

If I call 911, that's what is most important to me. And so far, I do not have any complaints about that. Keep up the speedy service.

No comment. I am really quite happy.

I can't think of a single thing. I think they're doing an excellent job overall.

I wouldn't know how to answer that. I'm happy.

I just can't think of anything. It's all good.

Keep on doing as good as you can.

The quality of life is good here. I think they do a great job already.

I can't tell you what they need to focus on because I'm good. It's all good.

Things are good.

I am pleased with it all.

I don't know. I am already happy.

Keep up the good work. You are moving forward and that's good.

2016 Newport News Community Survey

Hello. I'm calling on behalf of the City of Newport News. We're doing the annual community survey about Newport News City Services. I'm _____ with Continental Research and we're making random phone calls to residents to get a good cross-section of opinions.

1. How many years have you lived in the City of Newport News? ___ __ years

Please rate your satisfaction with these things about Newport News. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

- | | | | | | |
|-----|----|---|---|----|---|
| 2. | VS | S | D | VD | The overall appearance of the city |
| 3. | VS | S | D | VD | The number of places in Newport News to shop for the things you like to buy |
| 4. | VS | S | D | VD | The number of restaurants where you can enjoy a meal |
| 5. | VS | S | D | VD | The availability of entertainment or things to do in Newport News |
| 6. | VS | S | D | VD | Your neighborhood as a place to live |
| 7. | VS | S | D | VD | Newport News as a place to raise children |
| 8. | VS | S | D | VD | Newport News in terms of job opportunities |
| 9. | VS | S | D | VD | Newport News as a place for leisure activities |
| 10. | VS | S | D | VD | Newport News as a place to retire |
| 11. | VS | S | D | VD | Your feeling of connection to the community |

12. In your opinion, what is Newport News' greatest strength? _____

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

- | | | | | | |
|-----|----|---|---|----|---|
| 13. | VS | S | D | VD | The overall quality of Fire Department services |
| 14. | VS | S | D | VD | The overall quality of Emergency Medical Services (EMS) |
| 15. | VS | S | D | VD | The overall quality of Police Department services |
| 16. | VS | S | D | VD | The level of police visibility in Newport News |
| 17. | VS | S | D | VD | The City's work to combat gang activity |
| 18. | VS | S | D | VD | The City's efforts to prevent crime |

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

- | | | | | | |
|-----|----|---|---|----|---|
| 19. | VS | S | D | VD | The overall quality of the City's recreation programs and facilities |
| 20. | VS | S | D | VD | The availability of information about the parks and recreation programs |
| 21. | VS | S | D | VD | How well-kept the City's parks are |

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

- | | | | | | |
|-----|----|---|---|----|---|
| 22. | VS | S | D | VD | The <u>number</u> of community events, festivals, and cultural activities in Newport News |
| 23. | VS | S | D | VD | The <u>quality</u> of community events, festivals, and cultural activities |
| 24. | VS | S | D | VD | The overall appearance of City-owned buildings and facilities |
| 25. | VS | S | D | VD | The taste and quality of your tap water |

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

26. VS S D VD The City's efforts to protect the environment and natural resources
 27. VS S D VD The City's handling of problems related to tall grass, litter, or poorly maintained properties
 28. VS S D VD The City's trash and recycling services
 29. VS S D VD The quality of the City's sewer services

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

30. VS S D VD Your overall feeling of safety in the city
 31. VS S D VD Your feeling of safety when walking in your neighborhood from 6 to 10 p.m. in the evening
 32. VS S D VD Your feeling of safety in commercial or business areas from 6 to 10 p.m. in the evening

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

33. VS S D VD The resources for seniors to help them continue to live independently
 34. VS S D VD Social services for families including child welfare and protective services and help for needy residents
 35. VS S D VD The resources for Newport News school children to prepare them to go to college, get jobs, or enter the military
 36. VS S D VD Overall, how do you feel about the quality of the City's public schools
 37. VS S D VD Overall, how do you feel about the Newport News Public Libraries
 38. VS S D VD Think of how the land within Newport News has been developed in recent years. Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with these new projects?

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

(Note: Enter a "7" for a definite "Don't Know.")

39. VS S D VD The City's communication efforts to keep residents informed about City services, projects, and meetings
 40. VS S D VD The City's website, www.NNVA.gov
 41. VS S D VD The availability of sidewalks in the city
 42. VS S D VD The overall condition of the sidewalks
 43. VS S D VD The overall condition of City streets, excluding Interstates
 44. VS S D VD The traffic flow on City streets, excluding Interstates
 45. VS S D VD The timing of traffic signals to facilitate traffic flow
 46. VS S D VD Having enough street lighting in the city
 47. VS S D VD The appearance of landscaping in medians and along roadways
 48. VS S D VD The condition of the streets in your neighborhood
 49. VS S D VD The overall cleanliness of your neighborhood

- 50. VS S D VD Think for a moment about living in Newport News. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with your **overall** quality of life in Newport News?
- 51. VS S D VD **Overall**, how would you rate the quality of City services... Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?
- 52. VS S D VD **Overall**, how would you rate the customer service you receive from City employees... Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?
- 53. VS S D VD **Overall**, how would you rate the value you receive for your City tax dollars... Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

54. What is your MAIN source for information about City services, issues, and events?

(Don't Read Any Choices)

- The City's website (www.NNVA.gov)
- Twitter
- Facebook
- Emails received from the City
- The City's e-Newsletter, *Newport News Now*
- Visiting City Hall
- The City-owned cable TV channel, NNTV, on Cox 48 or Verizon 19
- Television
- The Daily Press*
- Community newspapers
- Friends/family members

Other: _____

55. In March, the City started a new online newsletter called *Newport News Now*. Have you, by chance, seen that e-newsletter?

- 1- Yes
- 2- No (Skip to Q57)

56. VS S D VD Overall, how would you rate the City's e-newsletter, *Newport News Now*? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

57. Now, if you could tell the City's leadership what they should focus on, what ONE thing is most important to you?

“USE” QUESTIONS (Note: Enter a “7” for a “Don’t Know.”)

58. In the past 12 months, did you or others in your household visit the City of Newport News’ website, www.NNVA.gov?

1- Yes 2- No

59. In the past 12 months, did any member of your household visit a Newport News Public Library or use their online resources from home, work, or school?

1- Yes 2- No

60. In the past 12 months, did any member of your household go to a community event, festival, or cultural arts activity in Newport News?

1- Yes 2- No

61. In the past 12 months, did any member of your household go to a City park?

1- Yes 2- No

62. In the past 12 months, did any member of your household go to a Community Center in Newport News?

1- Yes 2- No

AGREEMENT ITEMS

Next, please tell me if you **Strongly Agree, Agree, Disagree, or Strongly Disagree** with these statements:

(Note: Enter a “7” for a definite “Don’t Know.”)

	SA	A	D	SD	
63.	4	3	2	1	“Newport News needs more public transit.”
64.	4	3	2	1	“The City should work to become more bike-friendly.”
65.	4	3	2	1	“The City should work with other communities in Hampton Roads to address some of the issues that impact our region.”

311 CALL CENTER

66. The City has a 311 call center where residents can request a city service or ask a question. Have you contacted the City's 311 call center during the past 12 months?

- 1- Yes 2- No (Skip to Q68)

67. VS S D VD **Overall**, how would you rate your 311 call center experience... Were you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

DEMOGRAPHICS

68. What is your home Zip Code? _____

69. Do you own your home or are you currently renting? 1- Owns/Has mortgage 2- Rents

70. Is your age: (Read Choices)

- 1- Under 20, 2- In your Twenties, 3- Thirties, 4- Forties, 5- Fifties, 6- Sixties, or 7-Older?

71. Which best describes you: (Read Choices)

- 1- African American or Black,
- 2- Hispanic,
- 3- Caucasian or White,
- 4- Asian, or

Are you from another group? (Specify) _____

72. Lastly, which LETTER includes your total yearly household income? Just stop me when I say it. Is it: (Read Choices)

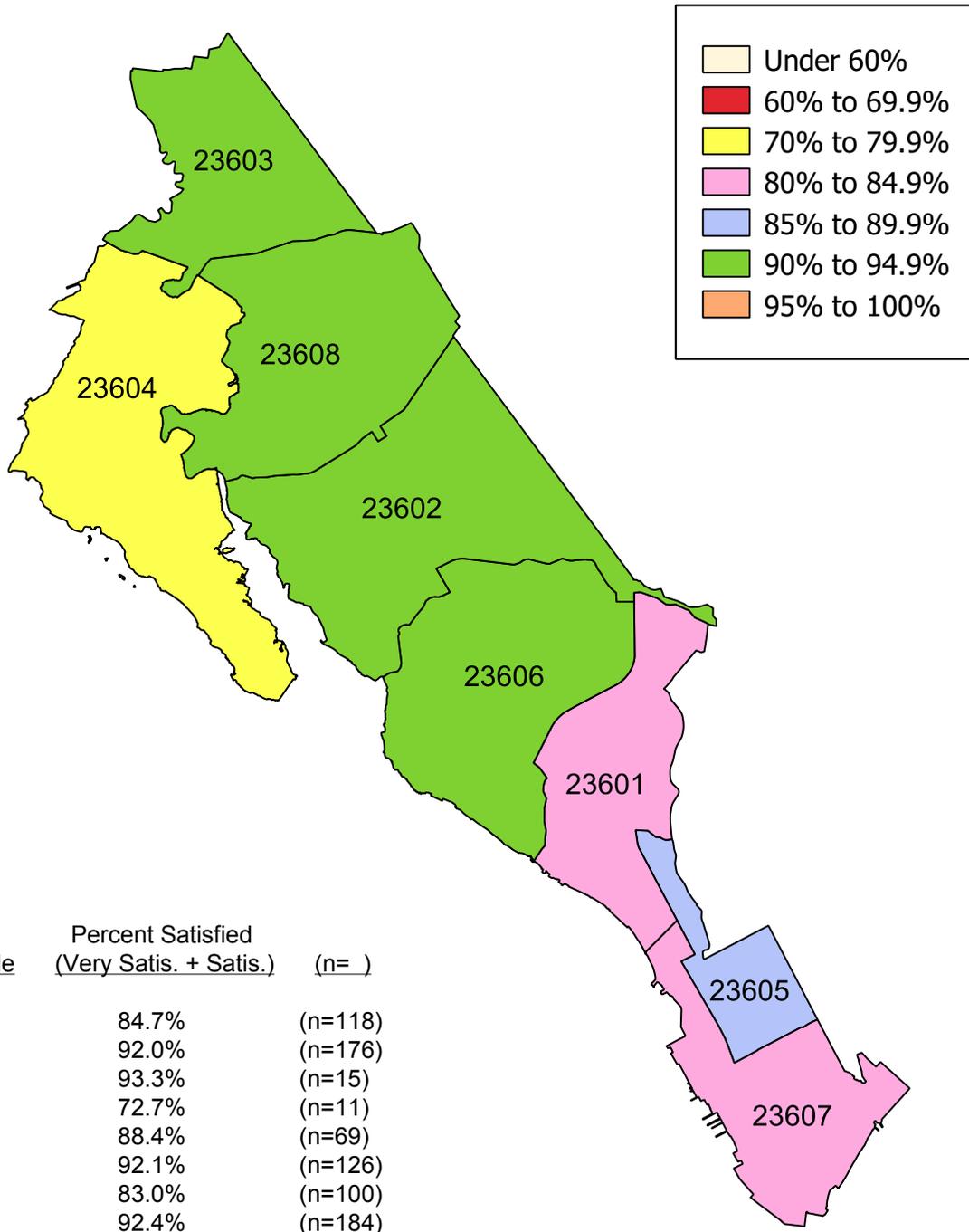
- 1- A) Under \$20,000,
- 2- B) \$20,000 to \$39,999,
- 3- C) \$40,000 to \$59,999,
- 4- D) \$60,000 to \$79,999,
- 5- E) \$80,000 to \$99,999,
- 6- F) \$100,000 to \$119,999, or
- 7- G) \$120,000 or more per year? (Note: Enter a "9" for "Refused.")

(Probe: "I'm just making sure we include people in all categories. This survey is anonymous. Should I mark...")

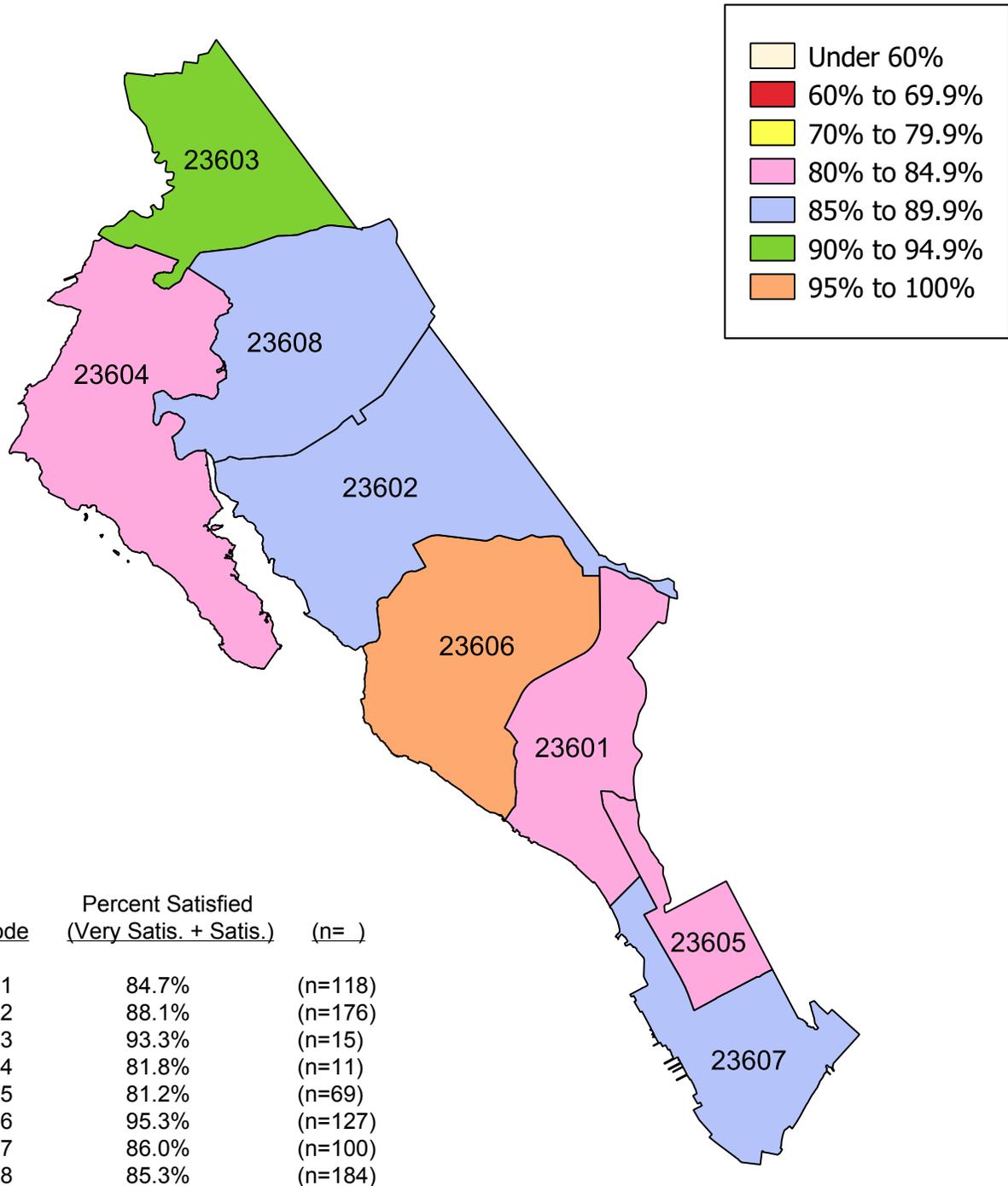
73. Gender: 1- Male 2- Female

Thanks so much for your time today. After this study is complete, the grouped, anonymous results will be presented to City Council.

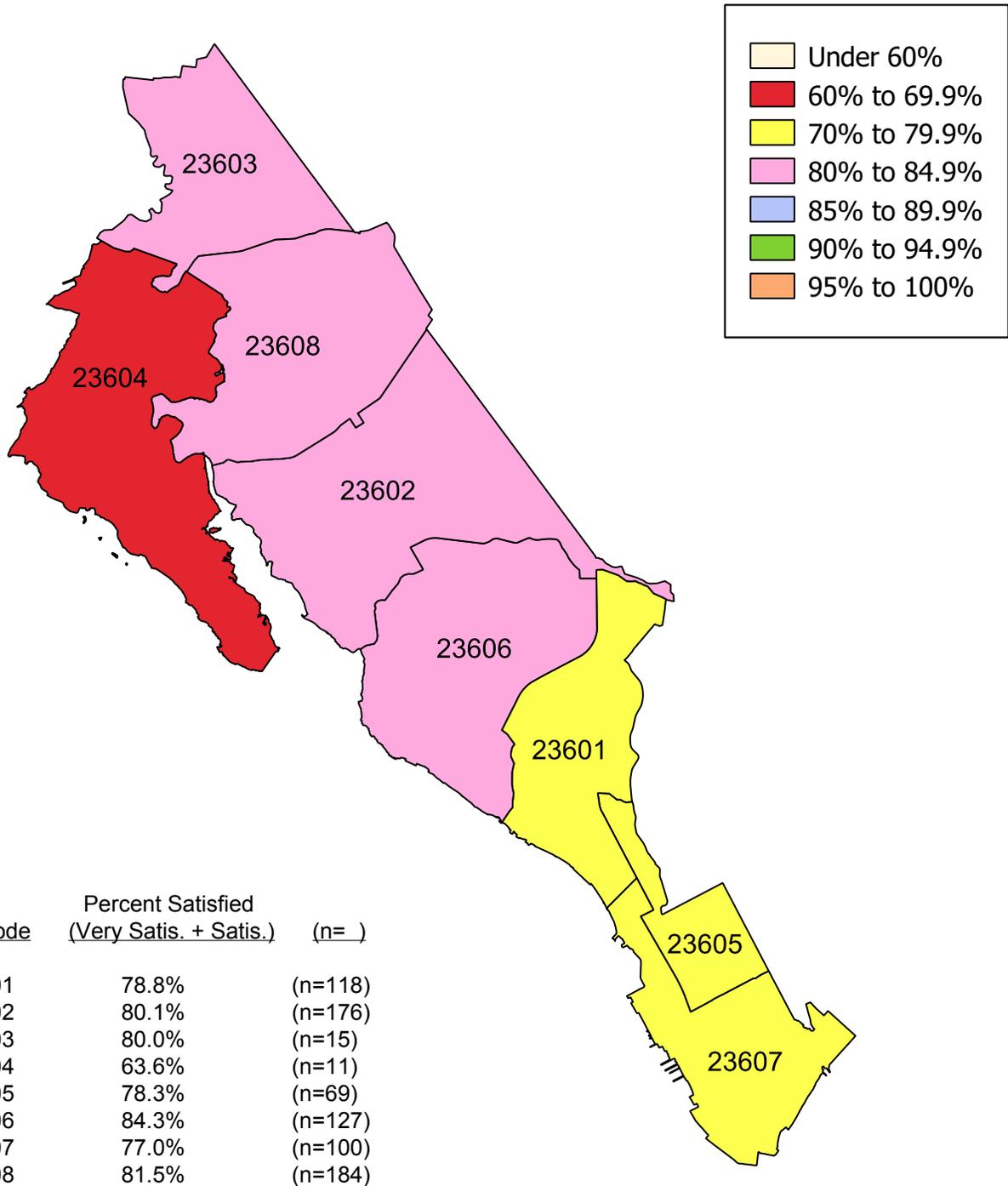
Percent Satisfied With "City Services Overall"



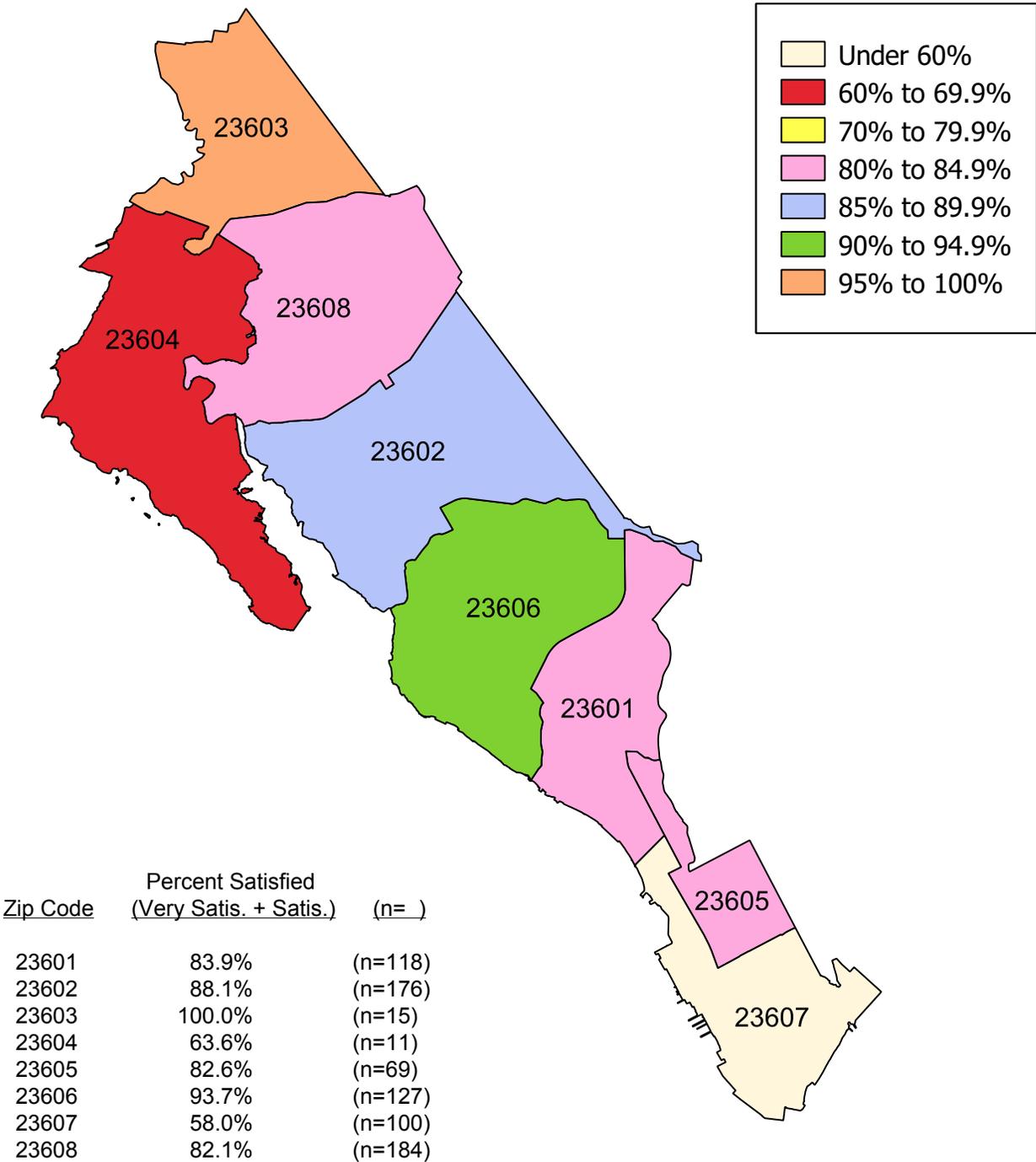
Percent Satisfied With "My Overall Quality of Life in Newport News"



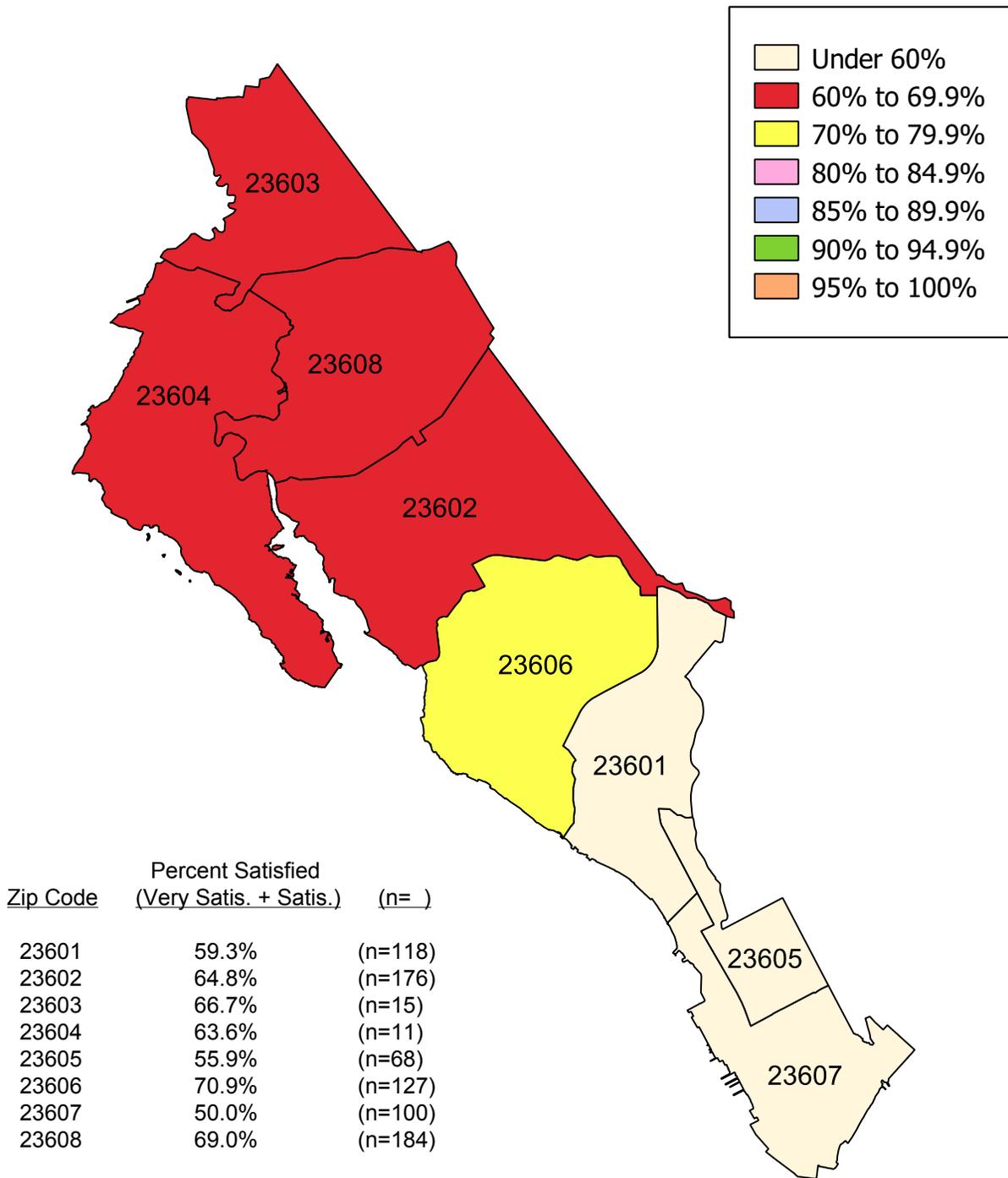
Percent Satisfied With "My Feeling of Connection to the Community"



Percent Satisfied With "My Neighborhood as a Place to Live"



Percent Satisfied With "My Feeling of Safety in Commercial or Business Areas From 6 to 10 p.m."



Percent Satisfied With "The Quality of the City's Public Schools"

