

SURVEY SAYS:

Arlington “Among the Very Best” in the Nation

Arlington County ranks “among the very best” in the nation in resident satisfaction with local government services, according to Arlington’s first comprehensive Citizen Survey.

“Arlington has done an excellent job of providing services to residents of the County,” said Chris Tatham, Vice President, ETC Institute, which conducted the survey. “Compared to other large communities in the United States with populations of more than 100,000 residents, Arlington County’s ratings are among the very best.”

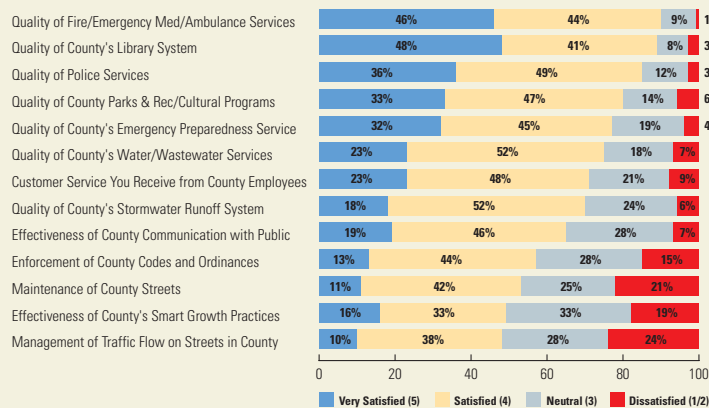
When compared to other communities its size, Arlington was rated significantly above average in all service areas, including:

- 90% of residents were satisfied with the quality of fire and ambulance services
- 89% were satisfied with the quality of library services
- 80% were satisfied with the quality of parks and recreation services

When compared to other communities with populations over 100,000, Arlington rated significantly above average in all of these service areas:

Overall Satisfaction With County Service by Major Category

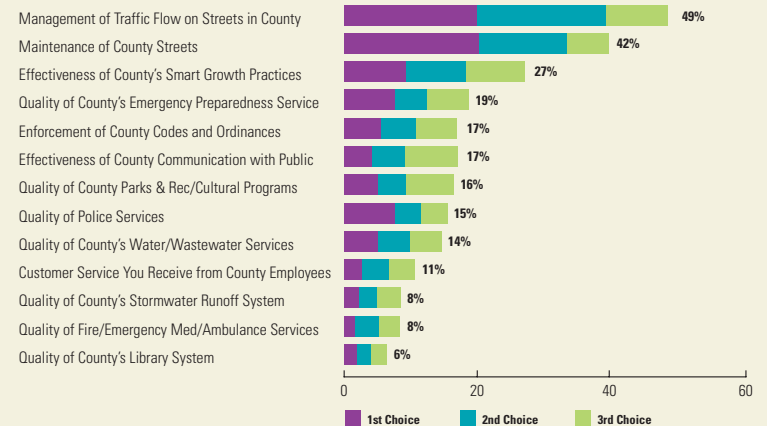
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “Don’t Know”)



The areas that residents thought should receive the most increase in emphasis from Arlington County over the next two years were: (1) the management of traffic flow on County streets and (2) the maintenance of County streets.

Services That Residents Think Are Most Important for the County to Improve Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices.

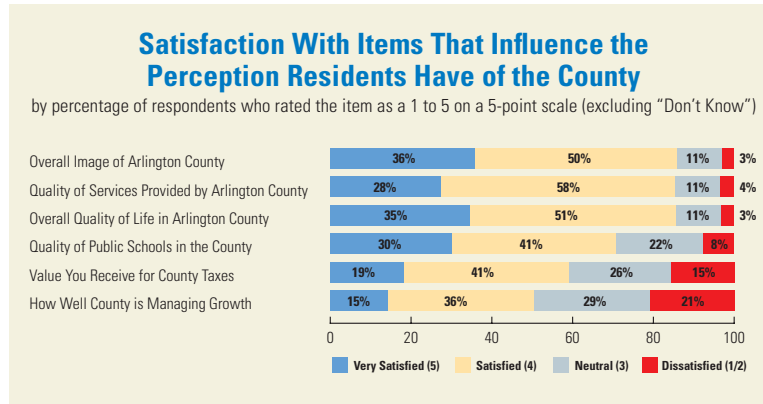


Source: ETC Institute DirectionFinder (July 2004–Arlington County, VA). Full survey results are available on the Arlington website, www.arlingtonva.us.

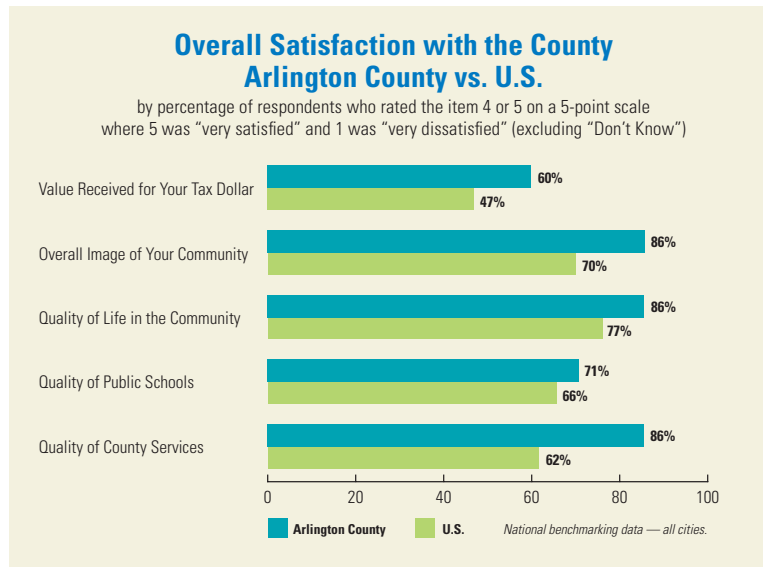
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“Asking our customers how we are doing gives us essential information to help us measure our effectiveness, responsiveness and the quality of County services,” said Ron Carlee, Arlington County Manager. “This feedback is essential to continual improvement.”

86% of the residents surveyed were satisfied with the quality of life in Arlington County; only 3% of those surveyed were unsatisfied.



When compared to the national average, Arlington sets the new benchmarks in terms of overall satisfaction with quality of life issues.



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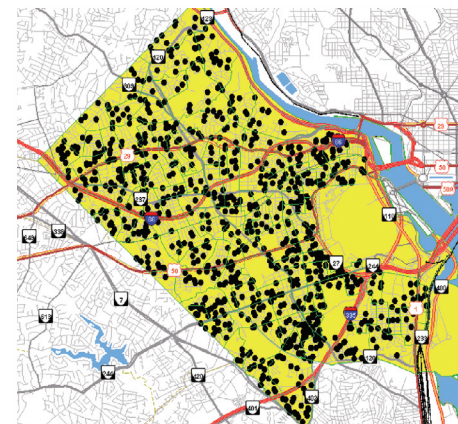
BACKGROUND:

Arlington County conducted its first comprehensive Citizen Survey over the summer 2004 to determine the level of resident satisfaction with County services. Arlington will use the survey results as an additional tool to measure its performance and enable more effective management of community services.

The statistically-valid survey was conducted by an independent firm. ETC Institute has more than 20 years of expertise in customer satisfaction for more than 250 cities and counties in 41 states. Through its proprietary DirectionFinder®, a national benchmarking survey initiative, ETC compared Arlington’s survey results to those of other similar communities with populations over 100,000 across the United States. The Arlington survey results were so high that they necessitated that ETC Institute recalibrate its “best in class” national benchmarks.

The survey was administered in English and Spanish, with a sample size of 1200 households, providing a 95% level of confidence with a precision of at least +/- 2.9%.

Responses were evenly distributed throughout Arlington, as evidenced in the map below:



DEMOGRAPHICS OF RESPONDENTS:

- 62% White
- 18% Hispanic
- 9% Asian/Pacific Islander
- 8% Black/African American
- 3% Other

- 56% Single family
- 36% Multi family
- 6% Duplex/Triplex
- 2% No response