



JANUARY 17, 2016

Rosslyn BID Perception Survey

Executive Summary of Survey Results
Presented to The Rosslyn BID

The 2016 Rosslyn BID Perception Survey

RESEARCH OBJECTIVES

The Rosslyn BID has embarked upon an important venture in an effort to better understand the perceptions of our neighborhood as held by the public and key stakeholders. Creating a new “baseline” measurement for perception is the first step in understanding what our stakeholders care about and what they think about the neighborhood, which will ultimately help us to better serve their needs while changing outdated and incorrect perceptions of the area.

Our key stakeholder groups include:

- **LIVE:** Residents of Rosslyn
- **WORK:** Workforce in Rosslyn
- **LIVE/WORK/PLAY** in Rosslyn
- **VISITORS** to Rosslyn
- **DO NOT VISIT** Rosslyn

As a means of capturing data from all relevant stakeholders, we conducted both in-person surveys in key Rosslyn residential and business locations and online surveys via Facebook and opt-in BID lists throughout December. We received a total of 930 responses with 102 coming from intercept surveys, 400 coming from our Rosslyn BID email list and 428 via Facebook Survey.

DEMOGRAPHICS

We also collected important demographic data from our respondents, which will allow us to better tailor our offerings based on user demographics. Respondents came from all over the metro area with Rosslyn as our main hub (22209) followed by zip codes in DC, Maryland and other parts of Virginia including 22201, 22204, 22203, 20008, 22207, 22202, 20001, and 20007.

Those results are highlighted below and showcase a diverse, well-educated group of key stakeholders primed to take advantage of all that Rosslyn has to offer residents, visitors, employees and businesses.

AGE RANGE

21-29 – 37%
29-39 – 30%
40-49 – 14%
50-59 – 10%
60+ - 9%

HH SIZE

1 – 36%
2 – 43%
3 – 11%

EDUCATION LEVEL

Bachelor Degree – 49%
Graduate Degree – 44%

HHI

\$200K + - 20%
\$50,000 - \$74,999 – 18%
\$75,000 - \$99,000 – 15%
\$100,000 - \$124,999 – 12%

KEY STAKEHOLDER AREAS OF INTEREST

There were several recurring themes and “buzzwords” in the data that will prove valuable as we chart the course for our program areas and enhanced communications efforts. Overall, respondents expressed the most positive sentiment toward their self-identified group (i.e. resident, employee, visitor). This is a positive sign that the various “environments” offered by Rosslyn are truly resonating with the public as they make key work, life and play decisions.

A few key statistical highlights are...

- 94% of residents feel Strongly Positive or Somewhat Positive about Rosslyn as a place to live
- 85% of employees feel Strongly Positive or Somewhat Positive about Rosslyn as a place to work
- 71% of visitors feel Strongly Positive or Somewhat Positive about Rosslyn as a place to dine

As we examined the themes, three main categories emerged that we will focus on as we move into the New Year:

1. CONVENIENCE & ACCESS: Respondents feel positive about Rosslyn’s unparalleled access

Overwhelmingly, Convenience and Access received our top positive sentiment marks. Respondents love the all-points access that Rosslyn has to offer. 72% of residents ranked this attribute Extremely Impactful to their decision to choose Rosslyn while 67% of employees and visitors gave the attributes high marks. However, based on the data, there is still work to be done to dispel the perception that parking is scarce and that Rosslyn is simply a metro area pass-through. The BID will work to share more information on parking availability of which there are many options. Further, as we use these survey results to inform future programming with staff, we will also be investigating ways to encourage visitors and commuters to stop and look around the neighborhood highlighting Rosslyn as a destination and not just an access point.

2. RESTAURANTS & FOOD: Variety of dining options and hours of operation were a hot topic

Respondents acknowledged that Rosslyn is attracting new restaurants in the area with Heavy Seas Ale House and Barley Mac at the top of the neighborhood “favorite” list. However, even though Rosslyn has added more than 15 new restaurant options over the past three years, the perception remains that nothing is “open late” and the desire for more “sit-down” dining establishments remains strong. In addition, limited access to a variety of grocery options was noted as a challenge. The BID will continue to build awareness of current offerings and promote restaurants and businesses that are open late. In addition, we will work to highlight the various grocery options, Farmers Market shopping and begin to highlight products carried by the retailers already in Rosslyn.

3. NEIGHBORHOOD EXPERIENCE: Neighborhood involvement matters to respondents

The opportunity to give back to the community while enriching their neighborhood experience through ongoing events, volunteering and even shopping at local businesses was an important topic for those surveyed. Respondents highlighted the positive momentum the BID has created on this front and showcased the Holiday Market Festival & Bonfire, Rosslyn Cinema and Jazz Fest as the most enjoyable of all the current BID offerings. In addition, respondents would love the opportunity “shop local” through



In closing, we'd like to thank you for your time, your valuable feedback and your dedication to Rosslyn. Stay tuned this spring as the BID staff incorporates this data into our strategic planning process and brainstorms additional ways to enhance our community and meet your needs.