

THE ARPA EP

THE AMERICAN RESCUE PLAN ACT ENGAGEMENT PACKAGE

Staunton, VA

Business Survey Report of Results

January 2022



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Section 1: Methods

Introduction

In March 2021, the federal government funded the American Rescue Plan Act (ARPA), a 1.9 trillion aid package that provides financial aid to families, governments, businesses, schools, and nonprofits impacted by the COVID-19 public health crisis. As part of this package, every local government is provided funding to help with COVID-19 recovery.

The ARPA Engagement Package, a toolkit of community survey instruments and analyses, was designed by National Research Center at Polco with two objectives in mind:

- Provide opportunities for local governments to collaborate with their residents and businesses to identify focus areas for the ARPA funding
- Evaluate the impact of the funding on community recovery by gathering regular community input over a four-year period

The survey results provide three lenses that local governments can use to determine spending priorities for the ARPA funding. Each of these sources can provide valuable insight on their own, but Polco recommends considering all three (focusing particularly on any overlapping areas or recurring themes) to better inform the decision-making process. The three ways to look at the results to determine spending priorities include:

1. Which community livability topics were identified as critical focus areas (those topics on which Staunton business owners/managers placed greater importance but considered to have lower quality relative to the other community livability topics),
2. What the greatest challenges are that businesses are facing due to the impacts of the COVID-19 pandemic, and
3. Which ARPA spending "buckets" (as identified in the federal legislation) were given the highest priority by business owners and managers.

All survey participants (both residents and business owners/managers) were asked to evaluate specific topics of community livability that local governments influence and ARPA funding was designed to help in recovery; evaluations were for both the importance of each topic and the quality.



This report shows the survey results from owners or managers of businesses in the Staunton community. The results from residents are shown in a separate report. Business respondents also reported on the challenges their businesses have faced as a result of the COVID-19 pandemic, as well as prioritizing the ways they felt ARPA funding should be spent.

This was the baseline business survey implementation, with additional surveys to be conducted over the next 4 years.

The City of Staunton funded this research. Please contact Michelle Bixler, Communications Manager, at bixlerms@ci.staunton.va.us if you have any questions about the survey.

Conducting the survey

The survey was hosted on Polco, an online civic engagement platform. It was available in English and Spanish. All private sector-type businesses (stores and restaurants, but also professional services like accountants, lawyers, doctors, etc.) within Staunton were eligible to participate in the online survey. Two methods were used to recruit survey participants. The first method was a mailed postcard invitation. A list of all businesses within the zip codes serving North Andover was purchased from Go-Dog Direct from the Dun & Bradstreet database. Since some of the zip codes that serve North Andover businesses may also serve addresses that lie outside of the community, the exact geographic location of each business was compared to community boundaries using the most current municipal boundary file and addresses located outside of North Andover's boundaries were removed from consideration. All addresses within the community boundaries, 868 businesses, were mailed the postcard invitation. The postcard was mailed on 11/10/21.

The mail recruitment was supplemented by outreach from the City of Staunton after receiving guidance on best practices for conducting such outreach from Polco. This guidance included using social media, press releases, newsletters and e-newsletters, invitations to existing email lists, printed materials, publicizing at meetings, and requesting Chambers of Commerce or other organizations that serve businesses to reach out to their customers. The outreach methods used by the City of Staunton included Media release, Facebook Posts, Paid Facebook Ads, Website, Discussion by Council at Public Meeting, Provided Printed Surveys . In addition, community businesses who were already subscribed to Staunton's Polco profile were invited to participate in the survey. This survey became available to all businesses on 11/10/2021 and remained open until 12/31/2021.

About 11.5% of the 868 mailed invitations or surveys were returned because the business address was vacant, the business no longer existed, or the postal service was unable to deliver the survey as addressed. Of the remaining businesses that received the postcard invitations to participate, 30 completed the survey via the postcard invitation. Additionally, a total of 60 business owners/managers completed the survey in response to Staunton's communications. Overall, a total of 90 business owners/managers completed a survey.

For randomly-sampled surveys, it is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval"

(or margin of error). This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

In this case a census (all businesses were included in outreach) was used, rather than a random sample (a subset of businesses). The margin of error for 90 responses to a random probability sample, would be +/-11.7 percentage points at the 95% confidence level, which can be used as a reasonable approximation of the level of precision.

Analyzing survey results

Multiple response questions

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories.

Rounding

Excluding the participants tab, percentages shown are rounded to the nearest whole number. This can sometimes mean that the percent of responses across all the possible response categories may sum to something other than exactly 100%. It also means that in some instances, the “percent positive,” “percent important,” or other summaries of data may not equal the rounded percentages of the two categories. For example, if 30.4% of respondents rated overall economic health as excellent, and 20.4% of respondents rated it as good, a display of all the responses will show 30% excellent and 20% good. However, a display of the percent rating overall economic health as excellent or good will show 51% (as 30.4% + 20.4% equals 50.8%, which rounds to 51%).

Making comparisons to benchmarks

Polco’s database of comparative business opinion consists of business perspectives gathered in surveys from communities whose business owners and/or managers evaluated the same kinds of topics on The ARPA Engagement Business Survey or The National Business Survey™. The comparison evaluations are from the most recent survey completed in each community. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. Ratings are compared when there are at least five communities in which a similar question was asked.

Reporting statistical significance

For the crosstabs of survey results by selected respondent characteristic, chi-square or ANOVA (Analysis of Variance) tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. However, it should be noted that while these tests of statistical significance were used to help guide readers and policy makers to differences that are likely not due to chance alone, these types of probabilistic inferences were designed for use when results come from random sampling alone (see for example: Hirschauer, N., Gruner, S., Mußhoff, O., Becker, C., & Jantsch, A. (2020). Can p-values be meaningfully interpreted without random sampling? *Statistics Surveys*, 14, 71-91).

Section 2: Understanding the Report

Throughout this report, iconography is used to denote trends and benchmarks. While some pages will show the legend, others like the Section 3: Overview, won't for the sake of space. Keep this page handy for reference

Trends

**More favorable**

At least 7 percentage points more favorable than last measure

**Similar**

No statistically significant difference

**Less favorable**

At least 7 percentage points less favorable than last measure

Benchmarks

**Much more favorable**

At least 20 points more favorable than benchmark

**More favorable**

10-20 points more favorable than benchmark

**Similar**

No statistically significant difference

**Less favorable**

10-20 points less favorable than benchmark

**Much less favorable**

At least 20 points less favorable than benchmark

Section 3: Overview

Summary of quality ratings by community livability topic

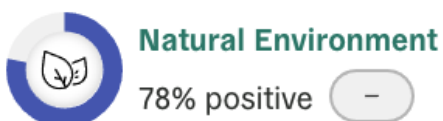
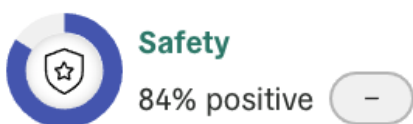
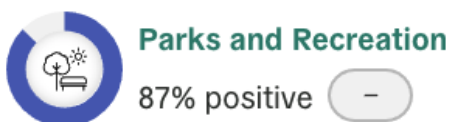
This section shows the community livability topics that received the highest and lowest quality ratings, as well as trends (how these evaluations have changed over time) and benchmarks (how they compare to ratings from other communities across the country). The percentages shown are the proportion of respondents who rated each as excellent or good (on a scale of excellent, good, fair, poor).

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

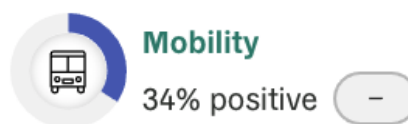
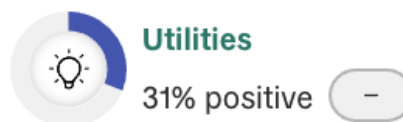
Highest-quality topics

Respondents rated these topics as highest in quality



Lowest-quality topics

Respondents rated these topics as lowest in quality



Best-performing topics compared to benchmark

These topics have performed the best against benchmark. To qualify for this list, topics must be significantly different from and more favorable than benchmark.

No topics to show

Worst-performing topics compared to benchmark

These topics have performed the worst against benchmark. To qualify for this list, topics must be significantly different from and less favorable than benchmark.

No topics to show

Intersection of quality and importance

To prioritize your efforts and funding, look at the intersection of each topic's importance and quality ratings.

Here quality ratings are measured in percent positive, the proportion of respondents who rated each topic's quality as excellent or good. Percent important is the proportion of respondents who rated each topic as essential or very important.

Critical focus topics are topics that are considered more important and of lower quality relative to other topics. Staunton's critical focus topics are



Utilities

31% positive, 91% important



Mobility

34% positive, 66% important



Economy

44% positive, 95% important



Inclusivity

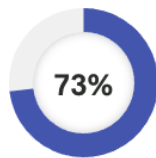
48% positive, 78% important

ARPA funding priorities

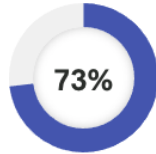
The American Rescue Plan Act specifies the ways in which local governments can spend the funds received from the federal government. This section shows what funding categories respondents rated as most important and the biggest challenges. A graph of disparities amongst demographic included to bring attention to community inequities, for which ARPA funds may also be useful.

Most important funding categories

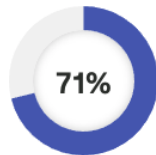
The percentages displayed are the proportion of respondents that rated the funding category as *essential* or *very important*.



rated **services or programs to promote healthy childhood environments (e.g., expanded childcare, enhanced services for child welfare-involved families and foster youth)** as important.



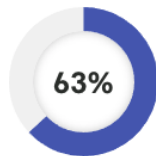
rated **economic aid and assistance to small businesses and non-profits experiencing financial hardships due to the pandemic** as important.



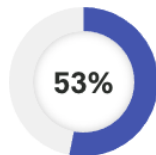
rated **investments in the water and sewer system** as important.

Biggest challenges

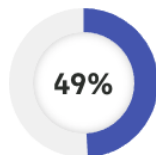
The percentages displayed are the proportion of respondents that rated the challenge as *major problem* or *moderate problem*.



rated **a shortage of skilled employees** as problematic.



rated **decline in business/sales** as problematic.



rated **employees getting burned out due to increased workloads** as problematic.

Section 4: Quality-Importance

The tables below show how the community rated the quality and importance of each topic of community livability. These tables can be sorted by the percent rating each received as excellent or good (quality) or essential or very important (importance). Critical focus topics highlight topics that were rated as more important and lower quality by respondents.

Quality

Percent positive is the percentage of respondents that said the characteristic's overall quality was *excellent* or *good*.

Topic	% positive ▼
Parks and Recreation	87%
Safety	84%
Natural Environment	78%
Education, Arts and Culture	67%
Health and Wellness	62%
Community Design	53%
Inclusivity	 Critical focus topic 48%
Economy	 Critical focus topic 44%
Mobility	 Critical focus topic 34%
Utilities	 Critical focus topic 31%

Importance

Percent important is the percentage of respondents that said the characteristic was *essential* or *very important* to focus on in the next 12 months.

Topic	% important ▼
Economy	 Critical focus topic 95%
Utilities	 Critical focus topic 91%
Inclusivity	 Critical focus topic 78%
Parks and Recreation	75%
Education, Arts and Culture	73%
Health and Wellness	73%
Safety	71%
Natural Environment	71%
Mobility	 Critical focus topic 66%
Community Design	59%

Section 5: Community Livability Topics

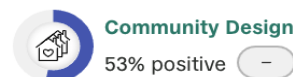
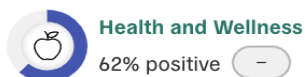
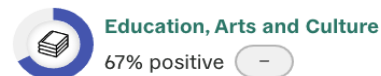
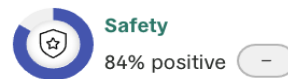
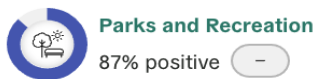
This is a high-level summary of Staunton's overall performance related to each topic. The percent positive values show the proportion of respondents who rated each as excellent or good (on a scale of excellent, good, fair, poor).

Critical focus topics highlight topics that were rated as more important and lower quality by respondents. For more on how critical focus topics are determined, visit [Quality-Importance](#).

For a difference to be statistically significant, it must be at least a 7-percentage-point difference for trends and 10-point difference for benchmarks.

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.



 Critical focus topic



 Critical focus topic



 Critical focus topic

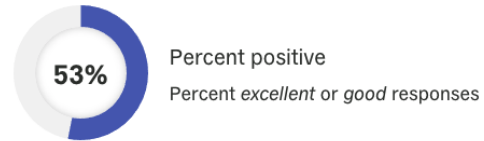
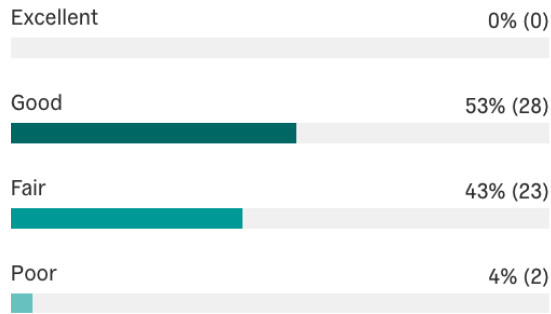


 Critical focus topic

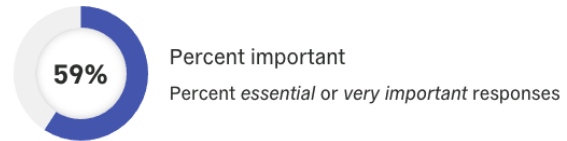
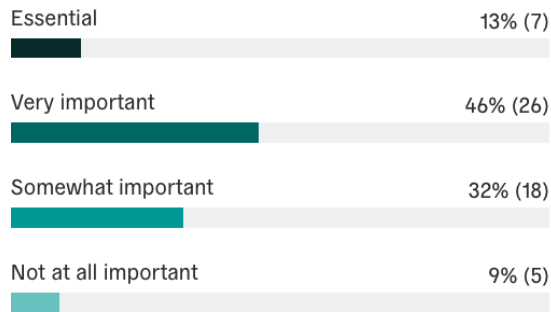


Section 6: Community Design

Quality of overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)



Importance of overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)



Related Survey Results

The characteristics below are associated with the Community Design topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	53%	

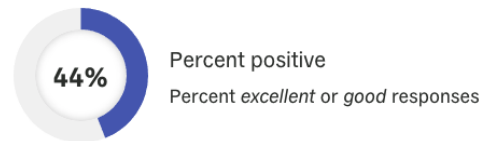
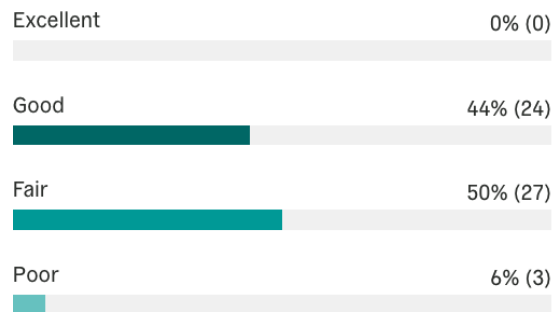
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

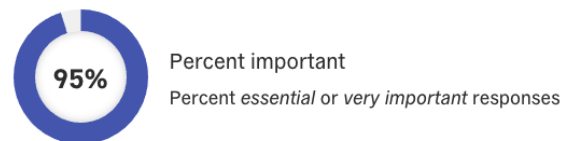
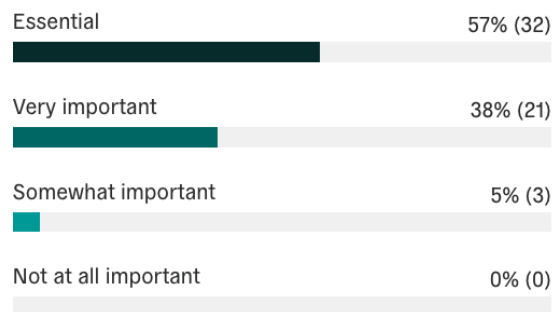
Characteristic	% important ▼	National Benchmark ?
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	59%	

Section 7: Economy

Quality of overall economic health of Staunton



Importance of overall economic health of Staunton



Related Survey Results

The characteristics below are associated with the Economy topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▾	National Benchmark 
Overall economic health of Staunton	44%	

Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

Characteristic	% important ▾	National Benchmark 
Overall economic health of Staunton	95%	

Business Challenges

Comparisons are based on percent problematic: the percentage of responses that rated the characteristic as *major problem* or *moderate problem*.

Characteristic	% problematic	National Benchmark 
A shortage of skilled employees	63%	N/A
Decline in business/sales	53%	N/A
Employees getting burned out due to increased workloads	49%	N/A
Not having the funds to pay our employees	31%	N/A
The lack of local government services available to help my business recover from the pandemic	29%	N/A
Difficulty paying our commercial rent, commercial mortgage or lines of credit	21%	N/A
Lack of technology/web resources	10%	N/A

Business Climate

Comparisons are based on percent likely: the percentage of responses that rated the characteristic as *very likely* or *somewhat likely*.

Characteristic	% likely ▼	National Benchmark ⓘ
Keep your business in Staunton for the next five years	89%	—
Recommend working in Staunton to someone who asks	80%	—
Recommend operating a business in Staunton to someone who asks	76%	—

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ⓘ
Staunton as a place to visit	98%	⬆
Staunton as a place to work	81%	—
Staunton as a place to run a business	54%	—

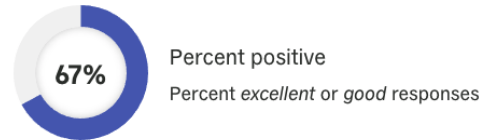
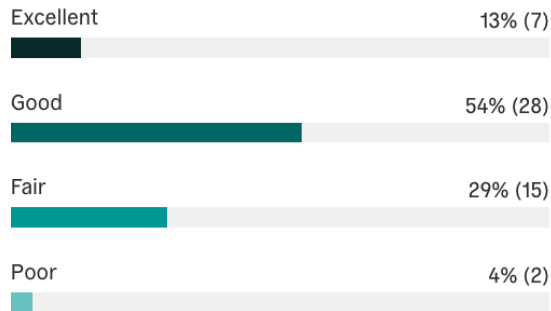
Additional Economy Questions

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *very positive* or *somewhat positive*.

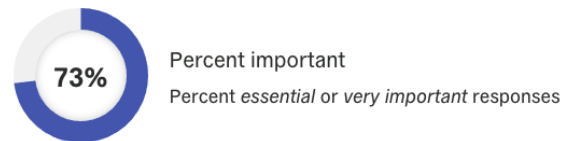
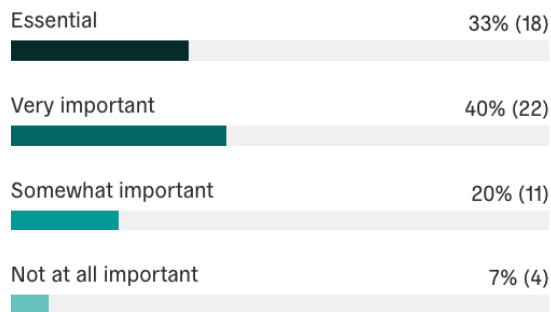
Characteristic	% positive ▼	National Benchmark ⓘ
What impact, if any, do you think the economy will have on your business in the next 6 months?	18%	N/A

Section 8: Education, Arts and Culture

Quality of overall opportunities for education, culture and the arts



Importance of overall opportunities for education, culture and the arts



Related Survey Results

The characteristics below are associated with the Education, Arts and Culture topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall opportunities for education, culture and the arts	67%	

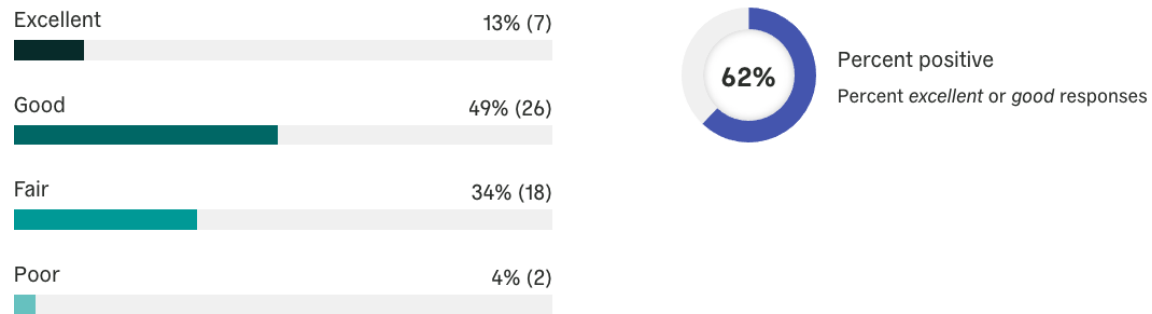
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

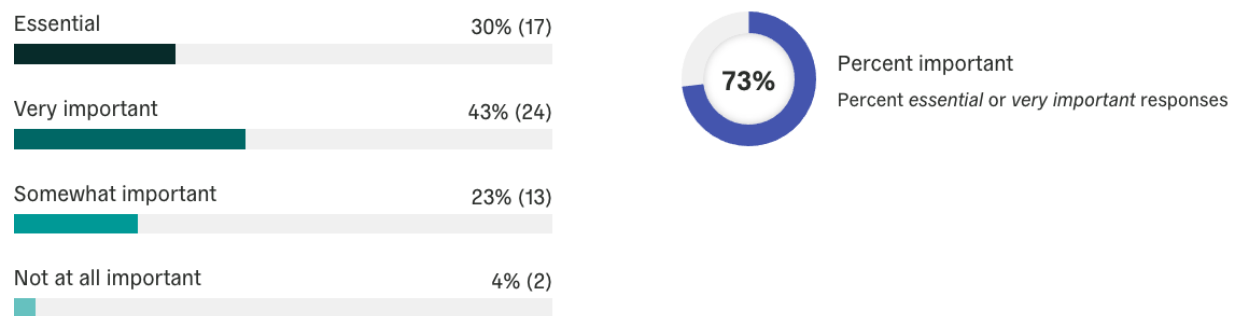
Characteristic	% important ▼	National Benchmark ?
Overall opportunities for education, culture and the arts	73%	

Section 9: Health and Wellness

Quality of overall health and wellness opportunities in Staunton



Importance of overall health and wellness opportunities in Staunton



Related Survey Results

The characteristics below are associated with the Health and Wellness topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall health and wellness opportunities in Staunton	62%	

Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

Characteristic	% important ▼	National Benchmark ?
Overall health and wellness opportunities in Staunton	73%	

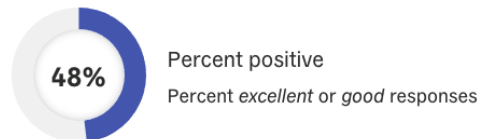
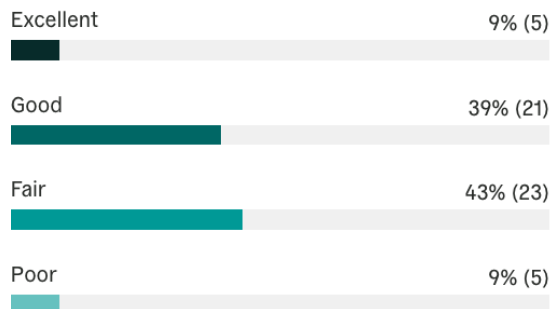
Business Challenges

Comparisons are based on percent problematic: the percentage of responses that rated the characteristic as *major problem* or *moderate problem*.

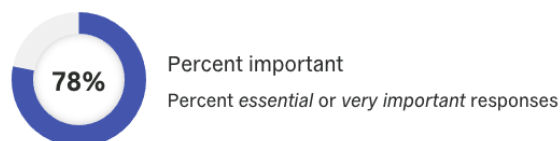
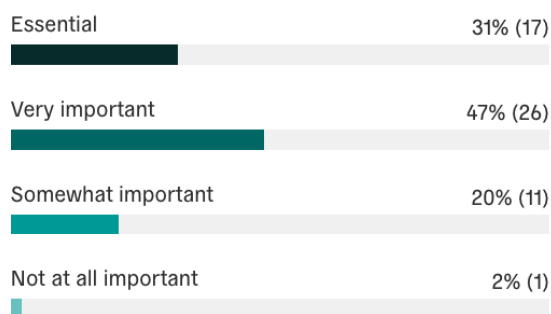
Characteristic	% problematic	▼	National Benchmark ⓘ
COVID-19 exposure of our employees	46%		N/A
The emotional health of our employees	40%		N/A

Section 10: Inclusivity

Quality of residents' connection and engagement with their community



Importance of residents' connection and engagement with their community



Related Survey Results

The characteristics below are associated with the Inclusivity topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive 	National Benchmark 
Staunton as a place to raise children	88%	
Staunton as a place to retire	84%	
Sense of community	71%	N/A
Residents' connection and engagement with their community	48%	

Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

Characteristic	% important 	National Benchmark 
Residents' connection and engagement with their community	78%	

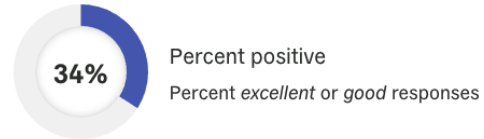
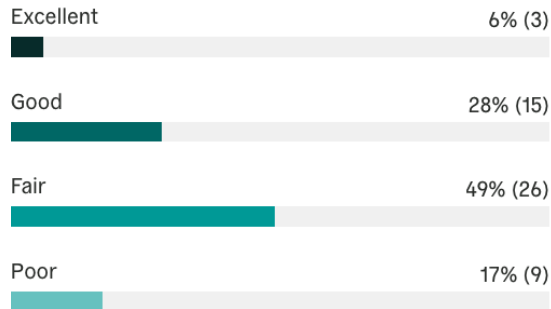
Business Challenges

Comparisons are based on percent problematic: the percentage of responses that rated the characteristic as *major problem* or *moderate problem*.

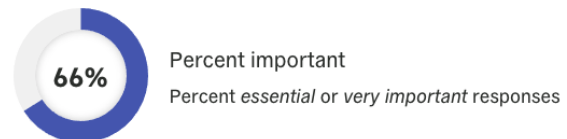
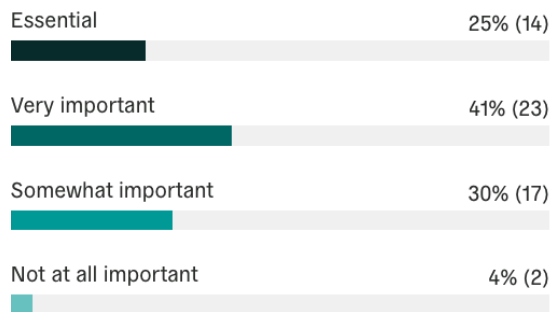
Characteristic	% problematic	▼	National Benchmark ⓘ
Not knowing what services are available for businesses in your community	37%		N/A

Section 11: Mobility

Quality of overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton



Importance of overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton



Related Survey Results

The characteristics below are associated with the Mobility topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▾	National Benchmark 
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	34%	

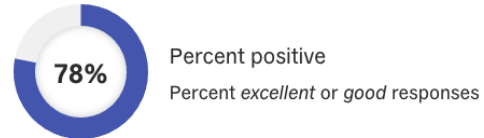
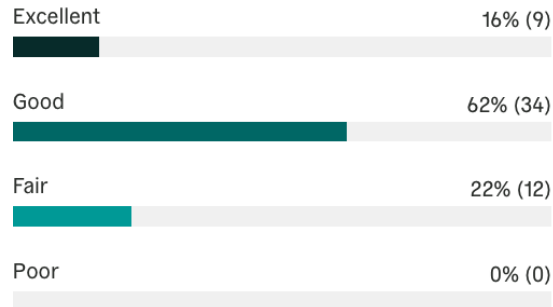
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

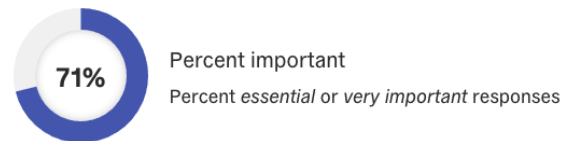
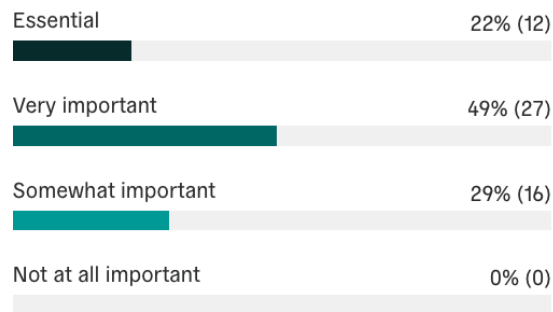
Characteristic	% important ▾	National Benchmark 
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	66%	

Section 12: Natural Environment

Quality of overall quality of natural environment in Staunton



Importance of overall quality of natural environment in Staunton



Related Survey Results

The characteristics below are associated with the Natural Environment topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall quality of natural environment in Staunton	78%	

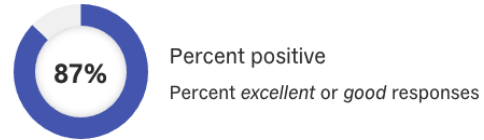
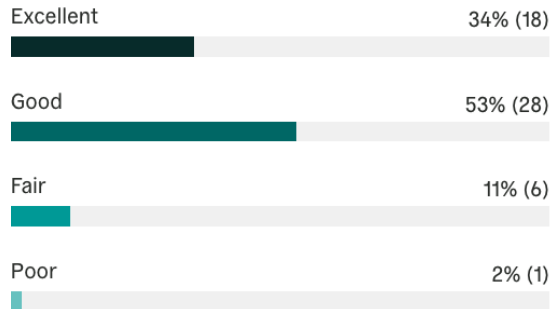
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

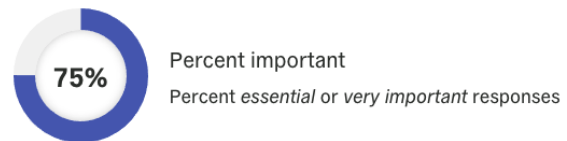
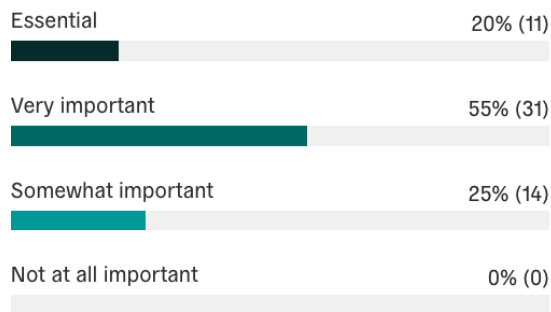
Characteristic	% important ▼	National Benchmark ?
Overall quality of natural environment in Staunton	71%	

Section 13: Parks and Recreation

Quality of overall quality of parks and recreation opportunities



Importance of overall quality of parks and recreation opportunities



Related Survey Results

The characteristics below are associated with the Parks and Recreation topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall quality of parks and recreation opportunities	87%	

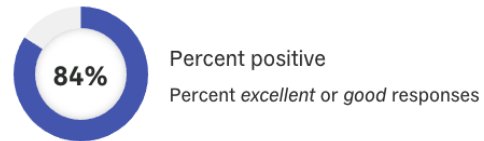
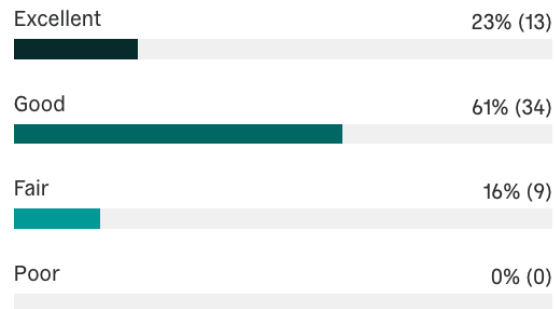
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

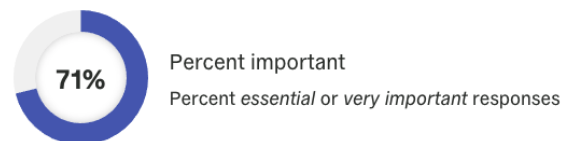
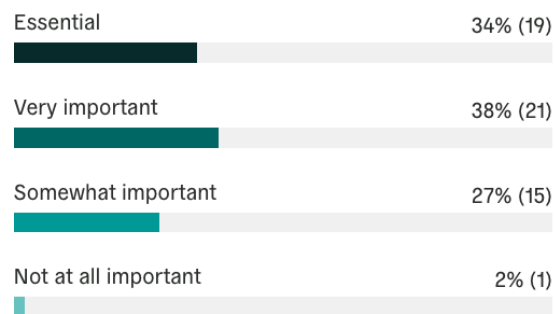
Characteristic	% important ▼	National Benchmark ?
Overall quality of parks and recreation opportunities	75%	

Section 14: Safety

Quality of overall feeling of safety in Staunton



Importance of overall feeling of safety in Staunton



Related Survey Results

The characteristics below are associated with the Safety topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive 	National Benchmark 
Overall feeling of safety in Staunton	84%	

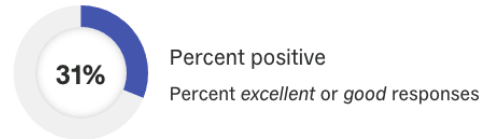
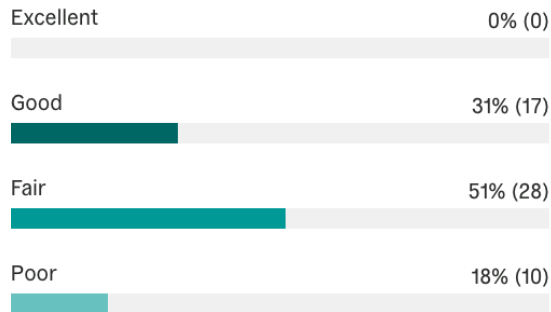
Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

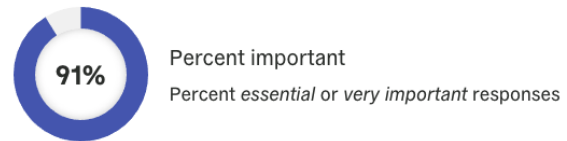
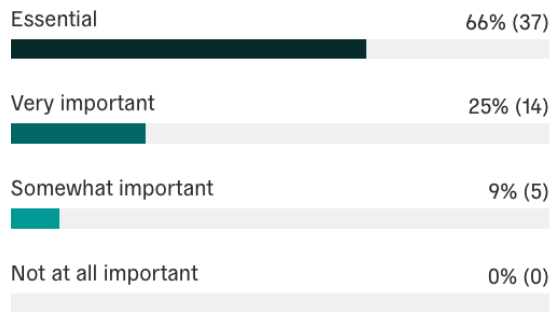
Characteristic	% important 	National Benchmark 
Overall feeling of safety in Staunton	71%	

Section 15: Utilities

Quality of overall quality of the utility infrastructure in Staunton (water, sewer, storm water, electric/gas, broadband)



Importance of overall quality of the utility infrastructure in Staunton (water, sewer, storm water, electric/gas, broadband)



Related Survey Results

The characteristics below are associated with the Utilities topic

Trends unavailable

Because Staunton, VA doesn't have any prior measurements, these trends aren't available. Trends will be available after this survey has been conducted a second time.

Quality of Community

Comparisons are based on percent positive: the percentage of responses that rated the characteristic as *excellent* or *good*.

Characteristic	% positive ▼	National Benchmark ?
Overall quality of the utility infrastructure in Staunton (water, sewer, storm water, electric/gas, broadband)	31%	

Importance of Community

Comparisons are based on percent important: the percentage of responses that rated the characteristic as *essential* or *very important*.

Characteristic	% important ▼	National Benchmark ?
Overall quality of the utility infrastructure in Staunton (water, sewer, storm water, electric/gas, broadband)	91%	

Business Challenges

Comparisons are based on percent problematic: the percentage of responses that rated the characteristic as *major problem* or *moderate problem*.

Characteristic	% problematic	▼ National Benchmark 
Affording good internet/broadband service	38%	N/A
Having access to good internet/broadband service	25%	N/A
Having safe and reliable water system	23%	N/A
Lack of technology for employees to work from home	10%	N/A

Section 16: Full Responses to Survey Questions (Including No Opinion)

These results include all questions. The results include the percentage that responded for each answer choice and the number of responses. If the choices included a choice with no opinion (like don't know or not applicable), they will be shown in this section. The following section shows the results without no opinion choices.

1. Do You Own or Manage a Business in Staunton?

Answer Choice	Percent
Yes	62% (56)
No	38% (34)

2. Do You Live in Staunton?

Answer Choice	Percent
Yes	88% (79)
No	12% (11)

3. Please rate each of the following aspects of quality of life in Staunton.

Characteristic	Excellent	Good	Fair	Poor	Don't Know
Staunton as a place to live	32% (18)	54% (30)	11% (6)	2% (1)	1% (2)
Staunton as a place to raise children	29% (16)	46% (26)	11% (6)	0% (0)	8% (14)
Staunton as a place to work	22% (12)	59% (32)	15% (8)	4% (2)	0% (0)
Staunton as a place to visit	57% (32)	41% (23)	2% (1)	0% (0)	0% (0)
Staunton as a place to retire	33% (18)	44% (24)	15% (8)	0% (0)	5% (9)
Overall quality of life in Staunton	24% (13)	64% (35)	9% (5)	2% (1)	1% (2)
Sense of community	20% (11)	50% (28)	27% (15)	2% (1)	1% (2)
Staunton as a place to run a business	9% (5)	45% (25)	41% (23)	5% (3)	0% (0)

4. Please rate each of the following characteristics as they relate to Staunton as a whole.

Characteristic	Excellent	Good	Fair	Poor	Don't Know
Overall economic health of Staunton	0% (0)	43% (24)	48% (27)	5% (3)	2% (4)
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	5% (3)	27% (15)	46% (26)	16% (9)	3% (5)
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	0% (0)	51% (28)	42% (23)	4% (2)	2% (4)
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	0% (0)	30% (17)	50% (28)	18% (10)	1% (2)
Overall feeling of safety in Staunton	23% (13)	61% (34)	16% (9)	0% (0)	0% (0)
Overall quality of the natural environment in Staunton	16% (9)	62% (34)	22% (12)	0% (0)	0% (0)
Overall quality of parks and recreation opportunities	33% (18)	51% (28)	11% (6)	2% (1)	2% (4)
Overall health and wellness opportunities in Staunton	13% (7)	47% (26)	33% (18)	4% (2)	2% (4)
Overall opportunities for education, culture and the arts	13% (7)	51% (28)	27% (15)	4% (2)	3% (5)
Residents' connection and engagement with their community	9% (5)	38% (21)	41% (23)	9% (5)	2% (4)

5. Please rate following categories of Staunton government performance.

Characteristic	Excellent	Good	Fair	Poor	Don't Know
The overall quality of services provided by the City of Staunton	4% (2)	46% (26)	38% (21)	11% (6)	1% (2)
The overall direction that Staunton is taking	4% (2)	36% (20)	27% (15)	31% (17)	1% (2)
The job Staunton government does at welcoming resident involvement	4% (2)	24% (13)	38% (21)	27% (15)	4% (7)
Overall confidence in Staunton government	2% (1)	22% (12)	35% (19)	42% (23)	0% (0)
Being open and transparent to the public	2% (1)	18% (10)	41% (23)	36% (20)	2% (4)
Informing residents about issues facing the community	7% (4)	16% (9)	39% (22)	32% (18)	3% (5)
Treating all residents fairly	4% (2)	25% (14)	29% (16)	33% (18)	5% (9)
Spending public dollars wisely	2% (1)	16% (9)	38% (21)	32% (18)	7% (13)

6. Please rate how likely or unlikely you are to do the following:

Characteristic	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Don't Know
Recommend living in Staunton to someone who asks	45% (25)	38% (21)	9% (5)	7% (4)	0% (0)
Recommend working in Staunton to someone who asks	39% (22)	41% (23)	11% (6)	9% (5)	0% (0)
Recommend operating a business in Staunton to someone who asks	20% (11)	54% (30)	11% (6)	13% (7)	2% (4)
Keep your business in Staunton for the next five years	55% (30)	33% (18)	4% (2)	7% (4)	1% (2)

7. Please rate how important, if at all, you think it is for the Staunton community to focus on each of the following in the next 12 months.

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important
Overall economic health of Staunton	57% (32)	38% (21)	5% (3)	0% (0)
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	25% (14)	41% (23)	30% (17)	4% (2)
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	13% (7)	46% (26)	32% (18)	9% (5)
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	66% (37)	25% (14)	9% (5)	0% (0)
Overall feeling of safety in Staunton	34% (19)	38% (21)	27% (15)	2% (1)
Overall quality of the natural environment in Staunton	22% (12)	49% (27)	29% (16)	0% (0)
Overall quality of parks and recreation opportunities	20% (11)	55% (31)	25% (14)	0% (0)
Overall health and wellness opportunities in Staunton	30% (17)	43% (24)	23% (13)	4% (2)
Overall opportunities for education, culture and the arts	33% (18)	40% (22)	20% (11)	7% (4)
Residents' connection and engagement with their community	31% (17)	47% (26)	20% (11)	2% (1)

8. How would you rate your current knowledge of American Rescue Plan Act (ARPA)?

Characteristic	Very Informed	Somewhat Informed	Slightly Informed	Not at All Informed
How would you rate your current knowledge of American Rescue Plan Act (ARPA)?	11% (6)	41% (23)	34% (19)	14% (8)

9. Federal guidelines have been established for local government use of ARPA funds. Please rate how important, if at all, you think it is for the City of Staunton to spend the community-level ARPA funds on each of the following.

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important	Don't Know
Services and programs to reduce the spread of COVID-19 (e.g., vaccinations, testing, purchases for personal protective gear, etc.)	30% (17)	30% (17)	27% (15)	13% (7)	0% (0)
Services to address behavioral healthcare needs increased by the pandemic (e.g., mental health treatment, substance abuse services, hotlines, etc.)	41% (23)	25% (14)	29% (16)	4% (2)	1% (2)
Economic aid to households experiencing housing, food, or other financial hardships	29% (16)	34% (19)	30% (17)	5% (3)	1% (2)

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important	Don't Know
Investments in housing (e.g., services for individuals experiencing homelessness, affordable housing development, housing vouchers, etc.)	34% (19)	25% (14)	36% (20)	5% (3)	0% (0)
Increased services and programs to address the health of communities and residents hardest hit by pandemic (e.g., increased funding for community health workers, community violence intervention programs)	29% (16)	38% (21)	25% (14)	9% (5)	0% (0)
Financial aid to high poverty school districts to help reduce gaps in educational achievement	34% (19)	32% (18)	29% (16)	5% (3)	0% (0)
Services or programs to promote healthy childhood environments (e.g., expanded childcare, enhanced services for child welfare-involved families and foster youth)	34% (19)	38% (21)	21% (12)	5% (3)	1% (2)
Assistance to workers who lost jobs or wages due to the pandemic (e.g., aid to unemployed workers, job training)	14% (8)	39% (22)	34% (19)	13% (7)	0% (0)
Economic aid and assistance to small businesses and non-profits experiencing financial hardships due to the pandemic	38% (21)	35% (19)	25% (14)	2% (1)	0% (0)
Economic aid to speed the recovery of the tourism, travel, and hospitality sectors	21% (12)	29% (16)	34% (19)	14% (8)	1% (2)
Assistance to employers to help pay health care and safety workers dedicated to COVID-19 response	9% (5)	36% (20)	43% (24)	11% (6)	1% (2)

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important	Don't Know
Assistance to employers to help provide premium pay to essential workers who face the greatest health risks due to their service (e.g. teachers, bus drivers, grocery store employees)	32% (18)	23% (13)	27% (15)	18% (10)	0% (0)
Replace lost revenues of your local government due to COVID-19 so that local government services return to pre-COVID level	15% (8)	24% (13)	47% (26)	13% (7)	1% (2)
Investments in the water and sewer system	41% (23)	30% (17)	23% (13)	5% (3)	0% (0)
Investments in broadband infrastructure (e.g., high speed internet)	33% (18)	24% (13)	22% (12)	18% (10)	2% (4)
Investments in parks, public plazas, and other public outdoor recreation spaces	16% (9)	27% (15)	39% (22)	18% (10)	0% (0)

10. Please rate how much of a problem, if at all, are the following issues are to your business CURRENTLY:

Characteristic	Major Problem	Moderate Problem	Minor Problem	Not a Problem	Don't Know
COVID-19 exposure of our employees	9% (5)	36% (20)	27% (15)	25% (14)	2% (4)
The emotional health of our employees	15% (8)	24% (13)	37% (20)	20% (11)	2% (4)
Employees getting burned out due to increased workloads	27% (15)	20% (11)	27% (15)	21% (12)	3% (5)
Decline in business/sales	29% (16)	22% (12)	16% (9)	29% (16)	2% (4)
Not having the funds to pay our employees	7% (4)	20% (11)	11% (6)	50% (28)	7% (13)
Difficulty paying our commercial rent, commercial mortgage or lines of credit	4% (2)	16% (9)	18% (10)	57% (32)	3% (5)
Lack of technology/web resources	2% (1)	7% (4)	25% (14)	60% (33)	3% (5)
A shortage of skilled employees	25% (14)	33% (18)	15% (8)	20% (11)	4% (7)
The lack of local government services available to help my business recover from the pandemic	11% (6)	15% (8)	19% (10)	46% (25)	5% (9)
Having access to good internet/broadband service	5% (3)	20% (11)	24% (13)	51% (28)	0% (0)
Affording good internet/broadband service	11% (6)	27% (15)	16% (9)	45% (25)	1% (2)
Lack of technology for employees to work from home	0% (0)	7% (4)	14% (8)	54% (30)	14% (25)
Having safe and reliable water system	9% (5)	13% (7)	13% (7)	62% (34)	2% (4)
Not knowing what services are available for businesses in your community	7% (4)	29% (16)	27% (15)	34% (19)	2% (4)

11. In response to COVID-19, what percentage of your workforce, IF ANY, did you have to lay off?

Answer Choice	Percent
0% / no layoffs	75% (42)
10% or smaller reduction	5% (3)
11-20% reduction	5% (3)
21-30% reduction	0% (0)
31-50% reduction	4% (2)
More than 50% reduction	11% (6)

12. Because of COVID-19, most businesses received lower revenues than they projected at the outset of the year. How did your actual 2020 revenue compare to your original budget projections?

Answer Choice	Percent
Serious shortage (more than 25%)	36% (20)
Moderate shortage (10-24%)	34% (19)
Small shortage (less than 10%)	7% (4)
No shortage	14% (8)
Will experience increased revenues	9% (5)
Too soon to tell	0% (0)

13. How long do you think it will take for your business to return to pre-COVID revenue levels?

Answer Choice	Percent
Our business is doing better than before COVID-19	13% (7)
We are already back to pre-COVID levels	25% (14)
Less than 3 months	9% (5)
4-6 months	11% (6)
7-11 months	4% (2)
1 year or more	30% (17)
Don't know	9% (5)

14. What impact, if any, do you think the economy will have on your business in the next 6 months?

Answer Choice	Percent
Very positive	5% (3)
Somewhat positive	11% (6)
Neutral	36% (20)
Somewhat negative	29% (16)
Very negative	11% (6)
Don't Know	9% (6)

15. Using the map above, please tell us which area your business is located in.

Answer Choice	Percent
1	37% (20)
2	6% (3)
3	17% (9)
4	11% (6)
5	17% (9)
My business operates in multiple locations	13% (7)

16. Do you work in the boundaries of Staunton?

Answer Choice	Percent
Yes	95% (53)
No	5% (3)

17. Which one of the following industries best describes the nature of your business? (Please select the one that comes closest.)

Answer Choice	Percent
Manufacturing and Production (Construction, Agriculture, Utilities, Transportation, Trades)	21% (12)
Government and Education	2% (1)
Shopping, retail, and hospitality	27% (15)
Professional services (business, financial, technology, information, etc.)	14% (8)
Medical and health services	13% (7)
Personal services (salons, cleaning, dog walking, etc.)	4% (2)
Non-profit	9% (5)
Other	11% (6)

18. How would you describe your business size?

Answer Choice	Percent
Small business	88% (49)
Mid-size business	11% (6)
Large corporation	2% (1)

19. Is your business locally based or is it headquartered outside our community?

Answer Choice	Percent
Locally-based (In the community)	93% (52)
Outside the community	7% (4)

20. Which of the following is your business?

Answer Choice	Percent
Woman-owned	23% (14)
Minority-owned	8% (5)
Veteran-owned	5% (3)
LGBTQ+-owned	3% (2)
None of the above	61% (37)

21. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Staunton sites?

Answer Choice	Percent
Pre-revenue	4% (2)
Less than \$100,000	33% (18)
\$100,000 to \$499,999	31% (17)
\$500,000 to \$999,999	11% (6)
\$1,000,000 to \$4,999,999	20% (11)
\$5,000,000 or more	0% (0)

22. Including you, about how many employees work for your company? (Please include employment for worksites in this community.)

Answer Choice	Percent
1-9 employees	67% (37)
10-99 employees	33% (18)
100-499	0% (0)
500+ employees	0% (0)

23. Approximately what percent of your workforce at this location do you think lives in Staunton?

Answer Choice	Percent
Less than 10%	17% (9)
10-24%	17% (9)
25-49%	13% (7)
50-74%	9% (5)
75% or more	43% (23)
Don't know	2% (1)

24. How did you hear about this survey? (Select all that apply.)

Answer Choice	Percent
The city's website	1% (1)
The city's social media (Facebook, Twitter, Instagram, etc.)	6% (6)
Received an email from the city	20% (20)
In a city newsletter or utility bill	0% (0)
Received a postcard or letter from the city	55% (54)
In my Facebook feed	7% (7)
Saw it on a video of a public meeting or at a meeting I attended	0% (0)
Saw it on the city's cable channel	0% (0)
Saw it in a newspaper article or ad (hard copy or online)	0% (0)
Saw a flyer or poster about it	0% (0)
Heard about it from a family member, friend or neighborhood	0% (0)
Heard about it from a business or social organization in my community	1% (1)
Polco's weekly email	4% (4)
Polco social media post	0% (0)
On my Polco feed	5% (5)
Other	0% (0)
Received an invitation in the mail	1% (1)

25. If you selected an “other” way, in what other way did you hear about this survey?

Answer Choice	
why isn't "human" owned an option for question 22? do we have to divide people via special interest groups?	Mail

Section 16: Full Responses to Survey Questions (Including No Opinion)

These results include all questions. The results include the percentage that responded for each answer choice and the number of responses. If the choices included a choice with no opinion (like don't know or not applicable), they will be shown in this section. The following section shows the results without no opinion choices.

1. Do You Own or Manage a Business in Staunton?

Answer Choice	Percent
Yes	62% (56)
No	38% (34)

2. Do You Live in Staunton?

Answer Choice	Percent
Yes	88% (79)
No	12% (11)

3. Please rate each of the following aspects of quality of life in Staunton.

Characteristic	Excellent	Good	Fair	Poor
Staunton as a place to live	33% (18)	55% (30)	11% (6)	2% (1)
Staunton as a place to raise children	33% (16)	54% (26)	13% (6)	0% (0)
Staunton as a place to work	22% (12)	59% (32)	15% (8)	4% (2)
Staunton as a place to visit	57% (32)	41% (23)	2% (1)	0% (0)
Staunton as a place to retire	36% (18)	48% (24)	16% (8)	0% (0)
Overall quality of life in Staunton	24% (13)	65% (35)	9% (5)	2% (1)
Sense of community	20% (11)	51% (28)	27% (15)	2% (1)
Staunton as a place to run a business	9% (5)	45% (25)	41% (23)	5% (3)

4. Please rate each of the following characteristics as they relate to Staunton as a whole.

Characteristic	Excellent	Good	Fair	Poor
Overall economic health of Staunton	0% (0)	44% (24)	50% (27)	6% (3)
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	6% (3)	28% (15)	49% (26)	17% (9)
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	0% (0)	53% (28)	43% (23)	4% (2)
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	0% (0)	31% (17)	51% (28)	18% (10)
Overall feeling of safety in Staunton	23% (13)	61% (34)	16% (9)	0% (0)
Overall quality of the natural environment in Staunton	16% (9)	62% (34)	22% (12)	0% (0)
Overall quality of parks and recreation opportunities	34% (18)	53% (28)	11% (6)	2% (1)
Overall health and wellness opportunities in Staunton	13% (7)	49% (26)	34% (18)	4% (2)
Overall opportunities for education, culture and the arts	13% (7)	54% (28)	29% (15)	4% (2)
Residents' connection and engagement with their community	9% (5)	39% (21)	43% (23)	9% (5)

5. Please rate following categories of Staunton government performance.

Characteristic	Excellent	Good	Fair	Poor
The overall quality of services provided by the City of Staunton	4% (2)	47% (26)	38% (21)	11% (6)
The overall direction that Staunton is taking	4% (2)	37% (20)	28% (15)	31% (17)
The job Staunton government does at welcoming resident involvement	4% (2)	25% (13)	41% (21)	29% (15)
Overall confidence in Staunton government	2% (1)	22% (12)	35% (19)	42% (23)
Being open and transparent to the public	2% (1)	19% (10)	43% (23)	37% (20)
Informing residents about issues facing the community	8% (4)	17% (9)	42% (22)	34% (18)
Treating all residents fairly	4% (2)	28% (14)	32% (16)	36% (18)
Spending public dollars wisely	2% (1)	18% (9)	43% (21)	37% (18)

6. Please rate how likely or unlikely you are to do the following:

Characteristic	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Recommend living in Staunton to someone who asks	45% (25)	38% (21)	9% (5)	7% (4)
Recommend working in Staunton to someone who asks	39% (22)	41% (23)	11% (6)	9% (5)
Recommend operating a business in Staunton to someone who asks	20% (11)	56% (30)	11% (6)	13% (7)
Keep your business in Staunton for the next five years	56% (30)	33% (18)	4% (2)	7% (4)

7. Please rate how important, if at all, you think it is for the Staunton community to focus on each of the following in the next 12 months.

Characteristic	Essential	Very Important	Somewhat important	Not at all important
Overall economic health of Staunton	57% (32)	38% (21)	5% (3)	0% (0)
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	25% (14)	41% (23)	30% (17)	4% (2)
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	13% (7)	46% (26)	32% (18)	9% (5)
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	66% (37)	25% (14)	9% (5)	0% (0)
Overall feeling of safety in Staunton	34% (19)	38% (21)	27% (15)	2% (1)
Overall quality of the natural environment in Staunton	22% (12)	49% (27)	29% (16)	0% (0)
Overall quality of parks and recreation opportunities	20% (11)	55% (31)	25% (14)	0% (0)
Overall health and wellness opportunities in Staunton	30% (17)	43% (24)	23% (13)	4% (2)
Overall opportunities for education, culture and the arts	33% (18)	40% (22)	20% (11)	7% (4)
Residents' connection and engagement with their community	31% (17)	47% (26)	20% (11)	2% (1)

8. How would you rate your current knowledge of American Rescue Plan Act (ARPA)?

Characteristic	Very Informed	Somewhat Informed	Slightly Informed	Not at All Informed
How would you rate your current knowledge of American Rescue Plan Act (ARPA)?	11% (6)	41% (23)	34% (19)	14% (8)

9. Federal guidelines have been established for local government use of ARPA funds. Please rate how important, if at all, you think it is for the City of Staunton to spend the community-level ARPA funds on each of the following.

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important
Services and programs to reduce the spread of COVID-19 (e.g., vaccinations, testing, purchases for personal protective gear, etc.)	30% (17)	30% (17)	27% (15)	13% (7)
Services to address behavioral healthcare needs increased by the pandemic (e.g., mental health treatment, substance abuse services, hotlines, etc.)	42% (23)	25% (14)	29% (16)	4% (2)
Economic aid to households experiencing housing, food, or other financial hardships	29% (16)	35% (19)	31% (17)	5% (3)

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important
Investments in housing (e.g., services for individuals experiencing homelessness, affordable housing development, housing vouchers, etc.)	34% (19)	25% (14)	36% (20)	5% (3)
Increased services and programs to address the health of communities and residents hardest hit by pandemic (e.g., increased funding for community health workers, community violence intervention programs)	29% (16)	38% (21)	25% (14)	9% (5)
Financial aid to high poverty school districts to help reduce gaps in educational achievement	34% (19)	32% (18)	29% (16)	5% (3)
Services or programs to promote healthy childhood environments (e.g., expanded childcare, enhanced services for child welfare-involved families and foster youth)	35% (19)	38% (21)	22% (12)	5% (3)
Assistance to workers who lost jobs or wages due to the pandemic (e.g., aid to unemployed workers, job training)	14% (8)	39% (22)	34% (19)	13% (7)
Economic aid and assistance to small businesses and non-profits experiencing financial hardships due to the pandemic	38% (21)	35% (19)	25% (14)	2% (1)
Economic aid to speed the recovery of the tourism, travel, and hospitality sectors	22% (12)	29% (16)	35% (19)	15% (8)
Assistance to employers to help pay health care and safety workers dedicated to COVID-19 response	9% (5)	36% (20)	44% (24)	11% (6)

Characteristic	Essential	Very Important	Somewhat Important	Not at All Important
Assistance to employers to help provide premium pay to essential workers who face the greatest health risks due to their service (e.g. teachers, bus drivers, grocery store employees)	32% (18)	23% (13)	27% (15)	18% (10)
Replace lost revenues of your local government due to COVID-19 so that local government services return to pre-COVID level	15% (8)	24% (13)	48% (26)	13% (7)
Investments in the water and sewer system	41% (23)	30% (17)	23% (13)	5% (3)
Investments in broadband infrastructure (e.g., high speed internet)	34% (18)	25% (13)	23% (12)	19% (10)
Investments in parks, public plazas, and other public outdoor recreation spaces	16% (9)	27% (15)	39% (22)	18% (10)

10. Please rate how much of a problem, if at all, are the following issues are to your business
CURRENTLY:

Characteristic	Major Problem	Moderate Problem	Minor Problem	Not a Problem
COVID-19 exposure of our employees	9% (5)	37% (20)	28% (15)	26% (14)
The emotional health of our employees	15% (8)	25% (13)	38% (20)	21% (11)
Employees getting burned out due to increased workloads	28% (15)	21% (11)	28% (15)	23% (12)
Decline in business/sales	30% (16)	23% (12)	17% (9)	30% (16)
Not having the funds to pay our employees	8% (4)	22% (11)	12% (6)	57% (28)
Difficulty paying our commercial rent, commercial mortgage or lines of credit	4% (2)	17% (9)	19% (10)	60% (32)
Lack of technology/web resources	2% (1)	8% (4)	27% (14)	63% (33)
A shortage of skilled employees	27% (14)	35% (18)	16% (8)	22% (11)
The lack of local government services available to help my business recover from the pandemic	12% (6)	16% (8)	20% (10)	51% (25)
Having access to good internet/broadband service	5% (3)	20% (11)	24% (13)	51% (28)
Affording good internet/broadband service	11% (6)	27% (15)	16% (9)	45% (25)
Lack of technology for employees to work from home	0% (0)	10% (4)	19% (8)	71% (30)
Having safe and reliable water system	9% (5)	13% (7)	13% (7)	64% (34)
Not knowing what services are available for businesses in your community	7% (4)	30% (16)	28% (15)	35% (19)

11. In response to COVID-19, what percentage of your workforce, IF ANY, did you have to lay off?

Answer Choice	Percent
0% / no layoffs	75% (42)
10% or smaller reduction	5% (3)
11-20% reduction	5% (3)
21-30% reduction	0% (0)
31-50% reduction	4% (2)
More than 50% reduction	11% (6)

12. Because of COVID-19, most businesses received lower revenues than they projected at the outset of the year. How did your actual 2020 revenue compare to your original budget projections?

Answer Choice	Percent
Serious shortage (more than 25%)	36% (20)
Moderate shortage (10-24%)	34% (19)
Small shortage (less than 10%)	7% (4)
No shortage	14% (8)
Will experience increased revenues	9% (5)
Too soon to tell	0% (0)

13. How long do you think it will take for your business to return to pre-COVID revenue levels?

Answer Choice	Percent
Our business is doing better than before COVID-19	13% (7)
We are already back to pre-COVID levels	25% (14)
Less than 3 months	9% (5)
4-6 months	11% (6)
7-11 months	4% (2)
1 year or more	30% (17)
Don't know	9% (5)

14. What impact, if any, do you think the economy will have on your business in the next 6 months?

Answer Choice	Percent
Very positive	6% (3)
Somewhat positive	12% (6)
Neutral	39% (20)
Somewhat negative	31% (16)
Very negative	12% (6)

15. Using the map above, please tell us which area your business is located in.

Answer Choice	Percent
1	37% (20)
2	6% (3)
3	17% (9)
4	11% (6)
5	17% (9)
My business operates in multiple locations	13% (7)

16. Do you work in the boundaries of Staunton?

Answer Choice	Percent
Yes	95% (53)
No	5% (3)

17. Which one of the following industries best describes the nature of your business? (Please select the one that comes closest.)

Answer Choice	Percent
Manufacturing and Production (Construction, Agriculture, Utilities, Transportation, Trades)	21% (12)
Government and Education	2% (1)
Shopping, retail, and hospitality	27% (15)
Professional services (business, financial, technology, information, etc.)	14% (8)
Medical and health services	13% (7)
Personal services (salons, cleaning, dog walking, etc.)	4% (2)
Non-profit	9% (5)
Other	11% (6)

18. How would you describe your business size?

Answer Choice	Percent
Small business	88% (49)
Mid-size business	11% (6)
Large corporation	2% (1)

19. Is your business locally based or is it headquartered outside our community?

Answer Choice	Percent
Locally-based (In the community)	93% (52)
Outside the community	7% (4)

20. Which of the following is your business?

Answer Choice	Percent
Woman-owned	23% (14)
Minority-owned	8% (5)
Veteran-owned	5% (3)
LGBTQ+-owned	3% (2)
None of the above	61% (37)

21. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Staunton sites?

Answer Choice	Percent
Pre-revenue	4% (2)
Less than \$100,000	33% (18)
\$100,000 to \$499,999	31% (17)
\$500,000 to \$999,999	11% (6)
\$1,000,000 to \$4,999,999	20% (11)
\$5,000,000 or more	0% (0)

22. Including you, about how many employees work for your company? (Please include employment for worksites in this community.)

Answer Choice	Percent
1-9 employees	67% (37)
10-99 employees	33% (18)
100-499	0% (0)
500+ employees	0% (0)

23. Approximately what percent of your workforce at this location do you think lives in Staunton?

Answer Choice	Percent
Less than 10%	17% (9)
10-24%	17% (9)
25-49%	13% (7)
50-74%	9% (5)
75% or more	43% (23)
Don't know	2% (1)

24. How did you hear about this survey? (Select all that apply.)

Not including don't know

Answer Choice	Percent
The city's website	1% (1)
The city's social media (Facebook, Twitter, Instagram, etc.)	6% (6)
Received an email from the city	20% (20)
In a city newsletter or utility bill	0% (0)
Received a postcard or letter from the city	55% (54)
Nextdoor	0% (0)
In my Facebook feed	7% (7)
Saw it on a video of a public meeting or at a meeting I attended	0% (0)
Saw it on the city's cable channel	0% (0)
Saw it in a newspaper article or ad (hard copy or online)	0% (0)
Saw a flyer or poster about it	0% (0)
Heard about it from a family member, friend or neighborhood	0% (0)
Heard about it from a business or social organization in my community	1% (1)
Polco's weekly email	4% (4)
Polco social media post	0% (0)
On my Polco feed	5% (5)
Other	0% (0)
Received an invitation in the mail	1% (1)

25. If you selected an “other” way, in what other way did you hear about this survey?

Answer Choice	
why isn't "human" owned an option for question 22? do we have to divide people via special interest groups?	Mail

Section 17: National benchmark comparisons

Rated characteristics are eligible for trend and benchmark comparisons. For trends, the characteristic must have been asked in a prior survey, and to be statistically significant the difference between the last measurement and current measurements must be at least 7 percentage points. All characteristics should have benchmarks, and to be statistically significant (more/less favorable), the difference must be at least 10 points. To be much more favorable/unfavorable, difference must be at least 20 points.

Demographic questions aren't eligible for trend and benchmark comparisons. Though all survey questions are listed in this section, demographic questions are noted as not having trends or benchmarks.

1. Do You Own or Manage a Business in Staunton?

Because this is a demographic question, it doesn't have trends or benchmarks.

2. Do You Live in Staunton?

Because this is a demographic question, it doesn't have trends or benchmarks.

3. Please rate each of the following aspects of quality of life in Staunton.

Percent positive is the percentage of responses that rated the characteristic as excellent or good.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Staunton as a place to live	87%		-	-
Staunton as a place to raise children	88%		3	5
Staunton as a place to work	81%		2	5

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Staunton as a place to visit	98%		1	5
Staunton as a place to retire	84%		2	5
The overall quality of life in Staunton	89%		3	5
Sense of community	71%		-	-
Staunton as a place to run a business	54%		4	5

4. Please rate each of the following characteristics as they relate to Staunton as a whole.

Percent positive is the percentage of responses that rated the characteristic as excellent or good.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Overall economic health of Staunton	44%		3	6
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	34%		4	6
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	53%		4	6
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	31%		4	6

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Overall feeling of safety in Staunton	84%		4	6
Overall quality of the natural environment in Staunton	78%		5	6
Overall quality of parks and recreation opportunities	87%		3	6
Overall health and wellness opportunities in Staunton	62%		3	6
Overall opportunities for education, culture and the arts	67%		3	6
Residents' connection and engagement with their community	48%		5	6

5. Please rate following categories of Staunton government performance.

Percent positive is the percentage of responses that rated the characteristic as excellent or good.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
The overall quality of services provided by the City of Staunton	51%		4	5
The overall direction that Staunton is taking	41%		4	5
The job Staunton government does at welcoming resident involvement	29%		-	-
Overall confidence in Staunton government	24%		4	5

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Being open and transparent to the public	20%		-	-
Informing residents about issues facing the community	25%		-	-
Treating all residents fairly	32%		-	-
Spending public dollars wisely	20%		-	-

6. Please indicate how likely or unlikely you are to do the following:

Percent positive is the percentage of responses that rated the characteristic as *likely* or *somewhat likely*.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Recommend living in Staunton to someone who asks	84%	—	3	6
Recommend working in Staunton to someone who asks	80%	—	3	6
Recommend operating a business in Staunton to someone who asks	76%	—	4	6
Keep your business in Staunton for the next five years	89%	—	5	6

7. Please rate how important, if at all, you think it is for the Staunton community to focus on each of the following in the next 12 months.

Percent positive is the percentage of responses that rated the characteristic as *Essential* or *Very important*.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Overall economic health of Staunton	95%		3	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton	66%		2	5
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	59%		4	5
Overall quality of the utility infrastructure (water, sewer, storm water, electric/gas, broadband)	91%		1	5
Overall feeling of safety in Staunton	71%		5	5
Overall quality of the natural environment in Staunton	71%		4	5
Overall quality of parks and recreation opportunities	75%		2	5
Overall health and wellness opportunities in Staunton	73%		2	5
Overall opportunities for education, culture and the arts	73%		2	5
Residents' connection and engagement with their community	78%		3	5

8. How would you rate your current knowledge of American Rescue Plan Act (ARPA)?

Percent positive is the percentage of responses that rated the characteristic as *very informed* or *somewhat informed*.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
The overall quality of services provided by the City of Staunton	52%	—	1	5

9. Federal guidelines have been established for local government use of ARPA funds. Please rate how

Not including don't know

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Services and programs to reduce the spread of COVID-19 (e.g., vaccinations, testing, purchases for personal protective gear, etc.)	61%		-	-
Services to address behavioral healthcare needs increased by the pandemic (e.g., mental health treatment, substance abuse services, hotlines, etc.)	67%		-	-

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Economic aid to households experiencing housing, food, or other financial hardships	64%		-	-
Investments in housing (e.g., services for individuals experiencing homelessness, affordable housing development, housing vouchers, etc.)	59%		-	-
Increased services and programs to address the health of communities and residents hardest hit by pandemic (e.g., increased funding for community health workers, community violence intervention programs)	66%		-	-
Financial aid to high poverty school districts to help reduce gaps in educational achievement	66%		-	-
Services or programs to promote healthy childhood environments (e.g., expanded childcare, enhanced services for child welfare-involved families and foster youth)	73%		-	-
Assistance to workers who lost jobs or wages due to the pandemic (e.g., aid to unemployed workers, job training)	54%		-	-
Economic aid and assistance to small businesses and non-profits experiencing financial hardships due to the pandemic	73%		-	-
Economic aid to speed the recovery of the tourism, travel, and hospitality sectors	51%		-	-
Assistance to employers to help pay health care and safety workers dedicated to COVID-19 response	45%		-	-

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Assistance to employers to help provide premium pay to essential workers who face the greatest health risks due to their service (e.g. teachers, bus drivers, grocery store employees)	55%		-	-
Replace lost revenues of your local government due to COVID-19 so that local government services return to pre-COVID level	39%		-	-
Investments in the water and sewer system	71%		-	-
Investments in broadband infrastructure (e.g., high speed internet)	58%		-	-
Investments in parks, public plazas, and other public outdoor recreation spaces	43%		-	-

10. Please rate how much of a problem, if at all, are the following issues are to your business CURRENTLY:

Percent positive is the percentage of responses that rated the characteristic as *major problem* or *moderate problem*.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
COVID-19 exposure of our employees	46%		-	-
The emotional health of our employees	40%		-	-
Employees getting burned out due to increased workloads	49%		-	-
Decline in business/sales	53%		-	-
Not having the funds to pay our employees	31%		-	-
Difficulty paying our commercial rent, commercial mortgage or lines of credit	21%		-	-
Lack of technology/web resources	10%		-	-
A shortage of skilled employees	63%		-	-
The lack of local government services available to help my business recover from the pandemic	29%		-	-
Having access to good internet/broadband service	25%		-	-

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
Affording good internet/broadband service	38%		-	-
Lack of technology for employees to work from home	10%		-	-
Having safe and reliable water system	23%		-	-
Not knowing what services are available for businesses in your community	37%		-	-

11. In response to COVID-19, what percentage of your workforce, IF ANY, did you have to lay off?

Percent positive, trends, and benchmarks do not apply to this question.

12. Because of COVID-19, most businesses received lower revenues than they projected at the outset of the year. How did your actual 2020 revenue compare to your original budget projections?

Percent positive, trends, and benchmarks do not apply to this question.

13. How long do you think it will take for your business to return to pre-COVID revenue levels?

Percent positive, trends, and benchmarks do not apply to this question.

14. What impact, if any, do you think the economy will have on your business in the next 6 months?

Percent positive is the percentage of responses that rated the characteristic as *very positive* or *somewhat positive*.

Characteristic	% positive	National Benchmark	Rank	# of Compared Communities
What impact, if any, do you think the economy will have on your business in the next 6 months? Do you think the impact will be:	18%		-	-

15. Using the map above, please tell us which area your business is located in.

Percent positive, trends, and benchmarks do not apply to this question.

16. Do you work in the boundaries of Staunton?

Percent positive, trends, and benchmarks do not apply to this question.

17. Which one of the following industries best describes the nature of your business? (Please select the one that comes closest.)

Percent positive, trends, and benchmarks do not apply to this question.

18. How would you describe your business size?

Percent positive, trends, and benchmarks do not apply to this question.

19. Is your business locally based or is it headquartered outside our community?

Percent positive, trends, and benchmarks do not apply to this question.

20. Which of the following is your business?

Percent positive, trends, and benchmarks do not apply to this question.

21. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Staunton sites?

Percent positive, trends, and benchmarks do not apply to this question.

22. Including you, about how many employees work for your company? (Please include employment for

Percent positive, trends, and benchmarks do not apply to this question.

23. Approximately what percent of your workforce at this location do you think lives in Staunton?

Percent positive, trends, and benchmarks do not apply to this question.