

2025 National Community Survey Update

*City Council Meeting
October 9, 2025*

National Community Survey - Overview



Livability Measures

NCS measures a community's livability – which is both habitability and desirability



Alternating Years

The City initiated the NCS as a biennial tool in late 2023/early 2024. This is the second administration of the survey tool.

The survey instrument remained unchanged from the prior year, allowing data to be accurately compared against peer cities as well as identifying Staunton-specific trend data.

Methodology

Survey Instrument

- Standard questions each year, across all communities
- Question Categories:

Economy	Mobility
Community Design	Utilities
Safety	Natural Environment
Parks & Recreation	Health & Wellness
Education, Arts, & Culture	Inclusivity & Engagement

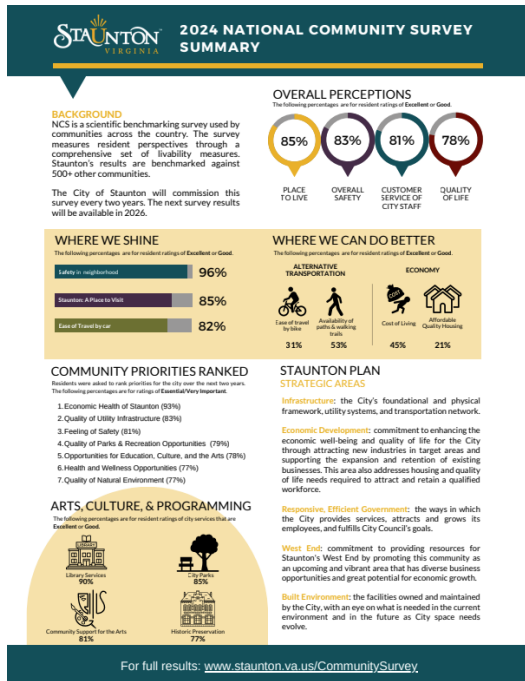
Conducting Survey:

- Scientifically administered
- 3,000 randomly selected households through mail
- All survey responses are completely anonymous and confidential

Benchmark Comparisons:

- Staunton's data will be compared to 500+ communities
- First survey established a baseline; this year will provide first year of trend data.

Survey Results



- Full and summary data from last year available on City website (www.Staunton.va.us/CommunitySurvey)
- Results help inform decision-making and budgetary decisions
- Survey data for current survey will be presented to Council and available to the public in early 2026

Next Steps

Scientific Survey Administration

- First Week of October: Initial postcard sent to random sample of households with online participation link
- Second Week of October: Packet with paper version of survey sent to same households
- November 11: Survey closes

households included in random sample can choose one way to participate

Open Survey Option

- Late October: Open survey option will be available for all residents to complete online.
- November 11: Survey closes

Data Analysis & Reporting

- Mid-November through Mid-December: Survey data is analyzed
- Late December: Report provided to City
- Early 2026: Data presented to City Council and made available to the public



Questions