



**NEWS RELEASE
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TOWN OF PURCELLVILLE CONDUCTS 3RD CITIZEN SURVEY

PURCELLVILLE, Va. September 11, 2015 — In July 2015, the Town of Purcellville conducted its 3rd Citizen Survey. With the assistance of Boy Scout Troops 39, 163, 711 and 969, survey letters were distributed to all Town residences. The letters provided a unique survey number to authenticate the user as a Town resident and to ensure anonymity for all responses. The survey was available for completion online using SurveyMonkey™.

The survey was established with input by the Mayor and members of Town Council. Council member John Nave and Council member Patrick McConville headed the survey development and steering team. The primary objective of this survey was to garner valuable direct feedback and input from the citizens regarding Town services and staff, taxes, government, elected officials, general Town and website information as well as services provided by Loudoun County. Of the 2,600 households that were included in the distribution, 370 responses were submitted for a response rate of 14%.

The following are some of the key findings of the survey:

- Overall, citizens have a 77% satisfactory rate when it come to the current utilization of Purcellville tax dollars towards their services provided.
- Citizens have a 79% satisfactory rate of how the Town Government cares about them.
- 75% of citizens have an access to Town officials and staff when there are concerns.
- 85% of citizens who have interaction with Town Staff, feel that the staff treats the customers courteously and perform their jobs in a professional manner.
- 79% of citizens feel informed about the Town and its Services.
- 78% of citizens feel that the Town website is user friendly and easily navigated.
- Citizens have a 77% satisfactory rate with regard to the Town providing information on matters that affect them.
- Approximately 54% of the citizens surveyed have attended a Council, Committee, Commission or Board meeting in Town.

- 88% of citizens are satisfied with the parking accommodations/improvements at Fireman's Field.
- The top five reasons identified as deciding factors for citizens moving into the Town are affordable housing, schools, small town feel, raising a family and jobs.
- The top three items citizens feel should be the priorities of Council are lower water/sewer rates, smart growth and taxes.

Council member McConville stated, "It is with great pleasure that the Mayor and Town Council present the survey results to our Citizens. Thank you to all who filled out the survey and it is with your input that we can become a better Council. We look forward to using these results to better our community."

The Executive Summary, including a detail of survey responses, can be found at <http://www.purcellvilleva.gov/index.aspx?NID=691> .

The Town of Purcellville, Virginia

Purcellville is an award-winning town of nearly 8,300 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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