

# COUNTY OF YORK

## MEMORANDUM

**DATE:** March 19, 2025  
**TO:** York County Board of Supervisors  
**FROM:** Mark L. Bellamy, Jr., County Administrator  
**SUBJECT:** 2025 Citizen Survey - Final Draft



At the March 4 Work Session, you requested a final draft of the Polco survey questions with the final recommendations. Attached is the final version that will be distributed to citizens, assuming no further modifications are requested.

The first 12 questions are Polco's standard survey questions and cannot be altered, while questions 13 through 20 are the recommended custom questions. Minor refinements have been made to reduce potential bias compared to the previous version shared in the prior memo.

Additionally, during the meeting, there was an inquiry regarding our ability to export raw survey data. We have confirmed with the vendor that York County can export the data; however, all responses will remain anonymous to protect respondent privacy. While we cannot view individual responses, we can export all aggregated data available through the Polco platform.

Please review the attached materials and provide any requested changes by **Friday, March 21**, to ensure the County stays on schedule.

Attachments:

- York County 2025 Community Survey
- Survey Cover Letter
- Survey Sample Group Initial Postcard
- Envelope Template

# The York County 2025 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in York County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
York County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
York County as a place to raise children.....	1	2	3	4	5
York County as a place to work.....	1	2	3	4	5
York County as a place to visit.....	1	2	3	4	5
York County as a place to retire.....	1	2	3	4	5
The overall quality of life in York County.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to York County as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of York County.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in York County.....	1	2	3	4	5
Overall design or layout of York County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4	5
Overall quality of the utility infrastructure in York County (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in York County.....	1	2	3	4	5
Overall quality of natural environment in York County.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in York County.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in York County to someone who asks.....	1	2	3	4	5
Remain in York County for the next five years.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In York County's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

## 5. Please rate the job you feel the York County community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome.....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the York County community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in York County.....	1	2	3	4	5
Variety of business and service establishments in York County.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in York County.....	1	2	3	4	5
Overall image or reputation of York County.....	1	2	3	4	5

**7. Please also rate each of the following in the York County community.**

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in York County.....	1	2	3	4	5
Ease of travel by public transportation in York County.....	1	2	3	4	5
Ease of travel by bicycle in York County.....	1	2	3	4	5
Ease of walking in York County.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in York County.....	1	2	3	4	5
Overall appearance of York County.....	1	2	3	4	5
Cleanliness of York County.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in York County.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	No	Yes
Contacted York County (in-person, phone, email, or web) for help or information.....	1	2
Contacted York County elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in York County.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The York County 2025 Community Survey

## 9. Please rate the quality of each of the following services in York County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Affordable high-speed internet access .....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.) .....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing .....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts) .....	1	2	3	4	5
York County open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Overall customer service by York County employees (police, receptionists, planners, etc.) .....	1	2	3	4	5

## 10. Please rate the following categories of York County government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to York County.....	1	2	3	4	5
The overall direction that York County is taking.....	1	2	3	4	5
The job York County government does at welcoming resident involvement..	1	2	3	4	5
Overall confidence in York County government.....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5
Treating residents with respect .....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
York County.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the York County community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of York County .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in York County .....	1	2	3	4
Overall design or layout of York County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in York County (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in York County .....	1	2	3	4
Overall quality of natural environment in York County .....	1	2	3	4
Overall quality of parks and recreation opportunities .....	1	2	3	4
Overall health and wellness opportunities in York County .....	1	2	3	4
Overall opportunities for education, culture, and the arts .....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

**13. Please indicate how positive or negative you think the following changes have been for York County over the past 5 to 10 years.**

	<u>Very positive</u>	<u>Somewhat positive</u>	<u>Somewhat negative</u>	<u>Very negative</u>	<u>Don't know</u>
Population growth .....	1	2	3	4	5
Commercial development .....	1	2	3	4	5
Transportation infrastructure .....	1	2	3	4	5
Environmental preservation .....	1	2	3	4	5
Housing affordability .....	1	2	3	4	5

**14. Please rate how important, if at all, you think it is for the York County community to focus on each of the following in the next 5 to 10 years:**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Housing availability and affordability .....	1	2	3	4
Traffic and roadway improvements .....	1	2	3	4
Walkable and bikeable community .....	1	2	3	4
Expanding access to transit systems .....	1	2	3	4
Access to affordable childcare (e.g., daycare, early education) .....	1	2	3	4
Enhancing services for older adults and people with disabilities .....	1	2	3	4
Public access to waterfront and parks .....	1	2	3	4
Preservation of open space and environmentally sensitive areas .....	1	2	3	4

**15. Please rate how important, if at all, you think it is for the York County community to improve each of the following:**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Roads and highways .....	1	2	3	4
Pedestrian walkways .....	1	2	3	4
Bicycle lanes or multi-use paths .....	1	2	3	4
Public transit access .....	1	2	3	4
School capacity/expansion .....	1	2	3	4
Parks and recreation .....	1	2	3	4
Sanitary sewer and stormwater infrastructure .....	1	2	3	4
Emergency services .....	1	2	3	4

# The York County 2025 Community Survey

16. Please rate how important, if at all, each of the following factors are to you when considering future growth:

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Preserving open space.....	1	2	3	4
Housing affordability.....	1	2	3	4
Neighborhood character.....	1	2	3	4
Utility infrastructure capacity .....	1	2	3	4
Traffic management.....	1	2	3	4
School capacity.....	1	2	3	4
Environmental impact.....	1	2	3	4

17. Please indicate your level of support or opposition to each of the following approaches to affordable housing in York County.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Higher density single-family development in specific areas.....	1	2	3	4	5
Mixed-income developments, requiring affordable housing units .....	1	2	3	4	5
Allowing accessory dwelling units (ADUs) to be rented.....	1	2	3	4	5
"Missing Middle" housing (e.g., duplexes, triplexes) .....	1	2	3	4	5
Apartments and townhomes.....	1	2	3	4	5

18. Please indicate your level of support or opposition to each of the following approaches to economic development in York County.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Increasing residential density in commercial corridors.....	1	2	3	4	5
Encouraging traditional neighborhood developments .....	1	2	3	4	5
Offering tax incentives for businesses .....	1	2	3	4	5
Allowing more Light or General Industrial uses in Economic Opportunity zoning districts.....	1	2	3	4	5
Increasing more tourism or entertainment uses .....	1	2	3	4	5
Investing in workforce development.....	1	2	3	4	5
Fostering entrepreneurship.....	1	2	3	4	5
Improving utility and transportation infrastructure.....	1	2	3	4	5

19. Please rate how important, if at all, it is for York County to encourage the following to accommodate a balanced tax and employment base:

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Technology and research .....	1	2	3	4
Maintain existing businesses.....	1	2	3	4
Small businesses.....	1	2	3	4
Healthcare and medical .....	1	2	3	4
Hospitality/tourism (e.g., restaurants, hotels, entertainment) .....	1	2	3	4
Professional services (e.g., accounting, engineering, marketing) .....	1	2	3	4
Business incubators.....	1	2	3	4
Home-based businesses.....	1	2	3	4
Manufacturing.....	1	2	3	4
Financial services, insurance, and real estate.....	1	2	3	4
Other.....	1	2	3	4

20. If you selected Other, please specify: \_\_\_\_\_

Our last questions are about you and your household.  
Again, all of your responses to this survey are confidential and no identifying information will be shared.

**D1. In general, how many times do you:**

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

**D2. Please rate your overall health.**

- Excellent     Very good     Good     Fair     Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- Very positive     Somewhat positive     Neutral     Somewhat negative     Very negative

**D4. How many years have you lived in York County?**

- Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

**D5. Which best describes the building you live in?**

- Single-family detached home  
 Townhouse or duplex (may share walls but no units above or below you)  
 Condominium or apartment (have units above or below you)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

- Rent  
 Own

**D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?**

- Less than \$300             \$2,500 to \$3,999  
 \$300 to \$599             \$4,000 to \$6,999  
 \$600 to \$999             \$7,000 to \$9,999  
 \$1,000 to \$1,499         \$10,000 or more  
 \$1,500 to \$2,499

**D8. Do any children 17 or under live in your household?**

- No     Yes

**D9. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000     \$100,000 to \$149,999  
 \$25,000 to \$49,999     \$150,000 to \$199,999  
 \$50,000 to \$74,999     \$200,000 to \$299,999  
 \$75,000 to \$99,999     \$300,000 or more

**D11. Are you of Hispanic, Latino/a/x, or Spanish origin?**

- No     Yes

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian  
 Black or African American  
 Native Hawaiian or Other Pacific Islander  
 White  
 A race not listed

**D13. In which category is your age?**

- 18-24 years             55-64 years  
 25-34 years             65-74 years  
 35-44 years             75 years or older  
 45-54 years

**D14. What is your gender?**

- Woman  
 Man  
 Identify in another way → go to D14a

**D14a. If you identify in another way, how would you describe your gender?**

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!** Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



Dear York County Resident:

Join us in shaping the future of York County! You've been randomly selected to participate in the 2025 York County Community Survey. If you've already completed the survey online, thank you. Please do not respond twice.

If you have not yet participated, please fill out the enclosed survey. Your feedback is crucial since your household is among a select number invited to participate. Survey results will impact decisions that affect York County.

Important things to keep in mind:

- Please do not share your survey link. This survey is for randomly selected households only.
- Your responses are confidential and no identifying information will be shared.
- Complete the survey if you're 18 or older. If there are multiple adults in your household, have the one who most recently had a birthday fill it out. This way, the person within your household is also randomized.
- Please return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:

**[polco.us/XXplaceholder](https://polco.us/XXplaceholder)**



If you have questions about the survey, call York County at 757-890-3404.

We appreciate your time and insights!

Thank you,

Sheila S. Noll  
Chairman

York County Resident,

We invite you to help shape our future! You've been randomly selected to participate in the 2025 York County Community Survey. Your feedback is important - it will impact decisions that affect our community.

To hear from a representative group of residents, the adult 18 or older in your household who most recently had a birthday should complete this survey.

**Please do not share your survey link.** This survey is for randomly selected households only. You can wait a few days for a paper survey to arrive in the mail, or go online now and complete the confidential survey at:

**[polco.us/xxplaceholder](https://polco.us/xxplaceholder)**

If you have any questions about the survey, please call 757-890-3404.

Thank you for your input,

A handwritten signature in black ink, appearing to read "Sheila S. Noll". The signature is fluid and cursive, with a long horizontal stroke at the end.

Sheila S. Noll  
Chairman



P.O. Box 532  
Yorktown, VA 23690

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94

**Let your voice be heard!  
Take the York County  
community survey now.**

QR Code  
Placeholder