

TO: Great Falls Citizens Association (GFCA)
FROM: Bill Cullo & Brynna McCosker
RE: Summary of GFCA Research Key Findings
DATE: April 27, 2007

Methodology

This memorandum is intended to detail some of the key topline findings from our survey of Great Falls residents who participated in our GFCA survey. A total of n=1,132 completed surveys were collected as part of this research study. All interviews were self-administered March 5-31, 2007 either online or paper. The margin of error associated with a sample of this type is $\pm 2.9\%$ using a 95% confidence interval. This means that if this same questionnaire were fielded using the same sample parameters and means of administration that 95 times out of 100 the results would fall within $\pm 2.9\%$ of the results in our survey.

Overview

If there is only one learner outcome one should take away that encapsulates the views of Great Falls residents it would be: the need to fight against overdevelopment. In every appropriate instance, a plurality, if not a majority, of residents cite a need to avoid overdeveloping Great Falls.

What residents refer to as avoiding overdevelopment manifests itself in a number of ways in this survey from maintaining the semi-rural character of Great Falls, providing unencumbered wildlife passage, and aggressive plans for land acquisition. Further, there are no instances in the survey where a consensus of residents are inconsistent or stray from this view of avoiding overdevelopment. In fact, overdevelopment is the single issue most likely to be seen as having the potential to impact their quality of life and taking steps to specifically avoid overdeveloping Great Falls are singled out as the development priorities moving toward 2020.

With all this said, however, if there's a second learner outcome, it's that maintaining the status quo anchored by incremental growth is the preferred path over either increased development or no growth. Avoiding overdevelopment is clearly and consistently stated throughout the survey, but simply adopting a no growth strategy is also a less than popular approach to most residents as well.

One-in-five (20%) Great Falls residents see a no growth plan as their preferred development priority. Beyond this segment, however, there's a definite sense among residents for adopting an incremental growth strategy moving toward 2020 so long as the incremental growth is confined to one's definition of avoiding overdevelopment.

Still, residents are pretty clear as to what they mean by incremental growth based on this research. As an illustration, we see their ideal picture of the Great Falls Village in 2020 as a small town center for friends and family to gather that's anchored by a new grocery store with a mix of

national chains and small independent businesses all of which is connected through an integrated trail system for pedestrians, bikers, and horse riders.

When asked for an alternative way Fairfax County could use existing tax dollars for Great Falls we see more evidence of incremental growth strategy as the most popular option through the choice of building a mixed-use community center. Again, support for incremental growth is tempered by residents' 2nd most popular alternative investment of county taxes which the preservation of open space -- 19%.

Key Findings

General Mood of Great Falls Residents



Direction Great Falls is Headed

Overall, the general sense of how residents view the direction Great Falls is headed would have to be described as tepid. While a plurality (39%) think Great Falls is headed in the "right direction," the balance (61%) say they're either "undecided" (32%) or that it's specifically off on the "wrong track" (29%).

Most of the variance in residents' views can be accounted for by geography more so than purely demographic. Specifically, those

residents who live south of Georgetown Pike (46%) tend to be driving the optimism. Conversely, those who live north of Georgetown Pike tend to be more pessimistic (32%) and less optimistic (36%).

Along these same geographic lines, property size appears to be a driver in how residents view the direction Great Falls is headed. Residents living on an acre or less are largely optimistic as almost half (45%) say Great Falls is headed in the right direction. Those who live on 3+ acres tend to be more ambivalent; equally pessimistic and unsure as all residents.

And because of the importance of the issue with residents, it's should be noted that those identifying "overdevelopment" as having the most potential of impacting their quality of life (#1 choice of residents overall) tend to be more pessimistic than optimistic regarding the direction Great Falls is headed -- 35% to 34%, respectively.

While the mood of residents is driven primarily by geography, there's hardly a discernable difference in how many of the major demographic subgroups view the direction Great Falls is headed. Men and women are almost identical in their view. There's only a slight difference in the view of those under 55 versus those 55 and over in that older residents tend to be somewhat more pessimistic. Similarly those who have lived in Great Falls the longest (21+ years) are both more likely to be optimistic (44%) as well as pessimistic (32%) than the rest of Great Falls. The major difference being that those who have lived Great Falls less than 21 years tend to be more uncertain of the direction.

It's clear - given the fact that the variance of opinion tends to be a function of geography coupled with the fact that those focused on overdevelopment tend to be more pessimistic - that the realized and potential of development in parts of Great Falls is driving opinion. As noted before, development, and more specifically overdevelopment, lays the foundation of most opinions in this study.

Expectations with Great Falls

The vast majority (65%) of residents say their experience in Great Falls has "met" with their original expectations for originally choosing to live there. Another one-in-five (22%) say their experience has actually exceeded what their original expectations were for Great Falls, while 12% say their experience has "fallen short" of their original expectations.

Given the extent of suburban sprawl that's taken place in the metro area over the last couple of decades, it comes as no surprise that among those most likely to say their experience has fallen short of their original expectations are those who have lived in Great Falls for 21+ years. This is in stark contrast with those who have lived in Great Falls for 20 years or less among whom, on average, only 9% specifically say their experience has fallen short of their expectations.

Impact Quality of Life

As to be expected, the one issue above all residents see as having the greatest potential of impacting their quality of life is "overdevelopment." Fully, one-in-three (34%) residents specifically point to overdevelopment as the issue most likely to impact their quality of life which is 3 times the number of mentions of the other issues cited. A cluster of some 20% of residents cites either "sewer" (11%) or "increasing tax burden" (11%). These are followed by 10% citing "traffic" and 10% citing "crime."

Residents living north of Georgetown Pike (36%), those with 3+ acres (39%), and women (36%) tend to be among those most sensitive to the potential impact overdevelopment would have. In addition, those residents who say they would like to be contacted by the GFCA (37%) are also among the most likely to cite overdevelopment as the issue with the greatest potential impact on their quality of life.

Development Issues/Priorities

Development priorities

The development priorities of residents are fairly narrow and consigned to basically two approaches: decreasing development by increasing lot sizes (45%) and incremental growth (31%). Between the two options, the development priorities of three-in-four (76%) residents are accounted for. Another one-in-five (20%) residents prefer the option of placing a freeze on development or adopting a “no growth” policy.

As the development priorities are so well defined, we see distinct resident segments being formed behind each approach. Geographically, those living north of Georgetown Pike (49%) line up behind increasing lot sizes. Conversely, residents living south of Georgetown Pike (36%) are among the most likely to support incremental growth. Residents supporting a no growth strategy account for an equal 20% among residents north and south of Georgetown Pike.

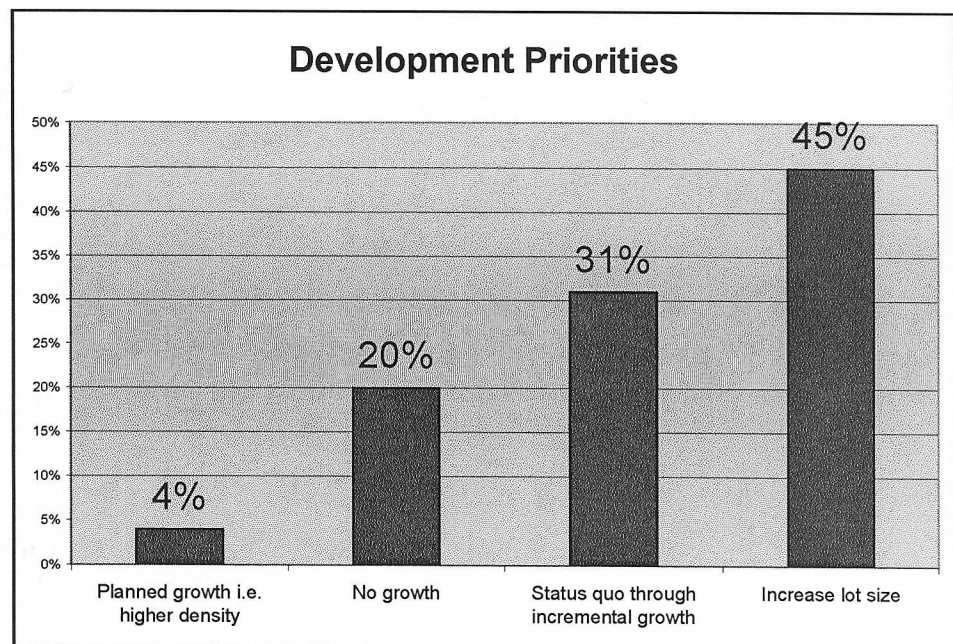
Men and women have distinct views on development priorities as women (49%) tend to support increasing lot sizes, while men (37%) are among those most likely to support an incremental growth approach.

The age of residents is another factor that tends to drive opinions regarding development priorities. The consensus of opinion among residents under the age of 55 tends to be to increase

lot size as opposed to incremental growth - - 49% to 27%. Conversely, residents 55 and over are split between the two major approaches (39% increase lot size & 37% incremental growth), but more likely than most other residents to support an incremental growth strategy.

Not surprisingly, the larger one's property is, the more likely they are to get behind increasing lot size as the preferred development priority. A majority (52%) of residents living on 3 acres or more cite downsizing as their development priority. This is in stark contrast with residents living on an acre or less who are as likely to support increasing lot size as they are to support incremental growth - - 38% to 35%.

And to no one's chagrin, among the most ardent proponents of increasing lot size tend to be those who view overdevelopment (56%) and sewer (56%) as the issues most likely to impact their quality of life. Residents focused on traffic (49%) and tax burden (41%) are among the most likely to support an incremental growth approach.



Ideal Picture of Great Falls Community

Consistent with residents' sensitivity of the potential of overdevelopment, nearly one-in-two (47%) residents point to their ideal picture of Great Falls community in 2020 as one "dedicated to preserving the semi-rural character." And while preserving the semi-rural character is generally the most popular picture among each of the major demographic groups, support for the picture tends to rise in importance as residents get older. Fully 58% of those 55 and over view this as their ideal picture compared with 40% of those under 55.

In fact, preserving the semi-rural character is viewed as the 2nd choice by 19% of residents; just behind "small-town village life" which is the most popular 2nd choice of residents.

Ideal Picture of Great Falls Village

When asked for their ideal picture of the Great Falls Village, residents largely coalesce around the picture of a "small town center where family and friends gather" (31%). More than anything, this view further confirms residents' acute focus on avoiding overdevelopment. What's more, it suggests there's no desire, on the part of most residents, to develop a village center that draws much traffic from non-Great Falls residents. At the same time, to more fully serve the needs of Great Falls residents we see the incremental growth strategy surfacing as well. Following a small town center, residents view the Great Falls Village being "anchored by a grocery store" (13%) and "a mix of national chain stores and independent businesses" (12%) as what their ideal picture looks like.

Continuing down the path of implementing incremental growth, the clear 2nd choice of residents is a "variety of restaurants and coffee shops" (26%). Generally these are the consensus 2nd choice of all major demographic groups, but newer residents (31%), those who have lived in Great Falls for 4 years or less, tend to be among the most vocal in their support for restaurants and coffee shops as their 2nd choice.

Influencing Future Development

As noted many times in this report, Great Falls residents are acutely focused on avoiding overdevelopment and clear in what their vision is for incremental growth. However, there is no single focal point among residents in how to best influence future development in Great Falls. If anything, open space and more specifically the preservation of open space represents a premium concern to resident.

The single most frequently cited means for effectively influencing future development is by asking "Fairfax County to aggressively acquire land in Great Falls to preserve open spaces" (18%), but even this view accounts for fewer than one-in-five residents.

Septic versus Sewer

Measuring the true extent of how residents break out on transitioning to sewer from septic is difficult to discern as the question is asked. Chiefly because the overriding priority (45%) regarding utilities and infrastructure is to bury all phone and cable lines underground. In fact, burying the lines underground is among the top subsequent choices (2nd, 3rd, etc) of all residents.

With that in mind, we do see the percentage of residents pointing to septic as their preference rise in frequency as the 3rd (9%), 4th (11%), and 5th (11%) choice. What this suggests is that maintaining septic (i.e. controlling growth) is more of a longer term priority. Conversely, burying cable lines is viewed as the top immediate priority.

As a longer term priority, maintaining septic tends to rise in importance (as 4th & 5th choices) among people ages 55 and over versus those under 55 - - 15% to 9%, respectively. This is particularly true among women age 55 and over, of which 18% rate septic as their top 5th choice.

The smaller one's property is, the more likely they are to rate septic as their top 5th choice. So those residents living on an acre or less are almost twice as likely to rate this as their 5th choice compared with those living on 3 acres or more - - 14% to 8%, respectively.

Non-Development Issues

Ideal Picture of Trails

With regard to the ideal picture of what trails look like in Great Falls in 2020, residents are pretty focused. First and foremost, residents want an integrated trail system. This accounts for nearly two-thirds (64%) of residents' first choices. Specifically, 33% would prefer a trail system that connects their neighborhoods to the Great Falls village. This is closely followed by 31% who prefer a trail system that connects other trails and parks.

As more of a long term priority, a plurality (26% 3rd choice) of residents fall behind a system by which trails are maintained by volunteers. Trails being maintained by volunteers as the 3rd preference tends to be driven by residents over 55 (29%) and particularly these women, whom almost a third (31%) look at this as their 3rd choice.

Ideal Picture of Parks & Open Spaces

The ideal picture of parks, communities, and open spaces spans a host of different views according to residents. What is common among most residents is the need to preserve open space and natural habitats versus building recreational facilities or community centers. The single most frequently selected picture is one in which wildlife can enjoy unencumbered passage - - 25%. This is followed by another 17% of residents who support preserving and acquiring historic sites and districts.

Ensuring unencumbered passage for wildlife tends to be the ideal picture of those residents north of Georgetown Pike more so than those living south - - 28% to 20%, respectively. This is clearly the picture of parks among those who view overdevelopment as the primary issue - - 35%.

Ideal Picture of the Environment

Of the list of environmental priorities tested, what's foremost in residents' views is that which facilitates a small town feeling. In this case, the main streets to be tree-lined and well landscaped. One-in-four (25%) residents view this as their ideal picture of the environment. Further, it is viewed as the most popular 2nd choice of residents (15%) as well.

The main streets being tree-lined are of particular interest to men versus women (31% to 19%, respectively) as the ideal picture. This is especially true among men under 55, whom a third (33%) view this as their ideal picture. Tree-lined main streets tend to appeal to those who have lived in Great Falls for 4 years or less (29%) more so than longer term residents.

Ideal Picture of Provisions for Seniors

Within an extensive battery of options in how to provide for senior citizens, the one where most residents view as the best first option is enhanced real estate tax credits. Nearly one-in-three (30%) residents point to tax credits as the ideal provision for senior citizens.

As one would expect, those approaching senior status (56 and over) tend to be the most likely to see this as the path - - 41%. Specifically among residents who are 65 and over the percentage choosing this as the ideal provision rises slightly further to 44%. Correlating with the age of residents those who live on larger properties (3 + acres) and those who have lived in Great Falls the longest tend to be among those supporting enhanced tax credits - - 35% and 43%, respectively.

Most Effective Approach to Citizens Action

Most residents fall into one of two camps as to the most effective approach for realizing their vision of Great Falls in 2020: joining GFCA (30%) and incorporating Great Falls (26%). In addition, the two camps are anchored by well defined geographic and demographic lines.

Those who view joining GFCA as the most effective approach tend to be those from north of Georgetown Pike - - 33%. In addition, GFCA as the best option tends to increase in likelihood with age. Nearly 40% (38%) of residents over 55 see as the most effective approach and specifically 50% of those over 65.

Conversely, annexing Great Falls is the preferred option of those living south of Georgetown Pike (25%) and those under 55 among whom a third (30%) think this is the most effective approach.

Among those residents most concerned with taxes, joining the GFCA tends to be viewed as the best vehicle for realizing their vision. Specifically, those who view taxes as what's most likely to impact their quality of life (38%) as well as those who say taxes are the most likely cause for them to look for a home outside of Great Falls look to joining the GFCA. The segment of residents who look to incorporating Great Falls tend to be more focused on traffic: traffic #1 issue (27%) traffic spur them to look outside Great Falls (32%).

GREAT FALLS TODAY - TOPLINE

n=1,132

1. Generally speaking, would you say that THINGS IN GREAT FALLS are headed in the right direction, or are they off on the wrong track? (Check one and state reason.)

a.	Right direction	40%
b.	Undecided/no opinion	32%
c.	Wrong direction	29%

2. Which, if any, of the following would you say HAS THE POTENTIAL TO IMPACT THE QUALITY OF LIFE in Great Falls? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Crime	10%	7%	7%	11%	10%
b.	Decline in the quality of education being provided children	6%	6%	9%	7%	6%
c.	Inability to walk or ride bicycles safely around the community	8%	9%	10%	12%	10%
d.	Increasing tax burden	11%	10%	12%	10%	10%
e.	Lack of sense of community, isolation	5%	6%	8%	9%	10%
f.	Materialism	5%	5%	7%	8%	10%
g.	None	- -	- -	- -	1%	6%
h.	Non-involvement of youth in community life	1%	2%	4%	6%	7%
i.	Over-development	34%	21%	11%	7%	6%
j.	Replacement of septic with sewer, possibly resulting in increases in density	11%	17%	11%	8%	8%
k.	Traffic congestion/speeding	10%	18%	21%	17%	11%

4. Based on why you chose to live in Great Falls, coupled with what your experience has been, generally speaking, HAVE YOUR ORIGINAL EXPECTATIONS: (Check one & give reason.)

a.	Been exceeded	23%
b.	Been met	66%
c.	Fallen short	12%

6. Looking out over the next 13 years from 2007 to 2020, generally speaking, where do you think the DEVELOPMENT PRIORITIES should be for Great Falls? (Check one.)

a.	Decrease development by increasing lot size, where possible (i.e., downzoning).	45%
b.	Increase development somewhat through planned growth (i.e., higher density per acre).	4%
c.	Maintain the status quo anchored by incremental growth (i.e., build out undeveloped land at current growth rate – estimated to be 24% between 2007 & 2020).	31%
d.	No growth (i.e., freeze any additional development).	20%

GREAT FALLS IN 2020

For the following questions, assume you could determine the course of future events. How would you like to see each aspect of Great Falls look in the year 2020?

GREAT FALLS COMMUNITY

7. Which of the following comes closest to your IDEAL PICTURE of what the GREAT FALLS COMMUNITY should look like in 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Our community embraces diversity (i.e. age, race, ethnicity, religion) and is inclusive of all.	5%	5%	5%	6%	9%
b.	Our community is centered on family life, educational excellence and the mentoring of youth.	20%	10%	10%	10%	9%
c.	Our community is dedicated to preserving the semi-rural character of Great Falls.	47%	19%	9%	6%	4%
d.	Our community is enriched by our small-town village life.	11%	28%	18%	11%	9%
e.	Our community nourishes a profound connection with nature.	4%	12%	14%	12%	10%
f.	Our community nurtures, applauds and thrives on the talents, creativity & abilities of its people.	1%	3%	6%	9%	10%
g.	Our community supports athletic and outdoor activities for residents of all ages.	1%	5%	9%	12%	12%
h.	Our environmentally sustainable community consumes carefully, respecting future generations.	4%	5%	10%	14%	14%
i.	Our pedestrian-friendly community has a trails system for walking, bicycling & horseback riding.	9%	12%	15%	16%	15%

TRAILS

8. Which of the following comes closest to your IDEAL PICTURE of what TRAILS should look like in Great Falls in 2020? (Rank your top three from 1 to 3, where 1 is the most important.)

		1 ST	2 ND	3 RD
a.	Landowners are willingly donating easements to fill in gaps needed to complete the trail system.	14%	15%	16%
b.	People travel by foot, bike or horse on our integrated trail system that connects stream valley trails, parks and roadside trails.	31%	26%	15%
c.	People travel by foot, bike or horse on our integrated trail system from their neighborhoods to the Great Falls village.	33%	22%	10%
d.	Public trails are linked with private Home Owner Association trails, as requested.	5%	13%	17%
e.	Trails are continuously maintained by volunteers along with Park Authorities and Fairfax County.	6%	15%	26%
f.	The same as in 2007.	8%	2%	5%

GREAT FALLS VILLAGE*

(*the cluster of shopping centers at the junction of Georgetown Pike & Walker Road)

9. Which of the following comes closest to your IDEAL PICTURE of what the GREAT FALLS VILLAGE* should look like in 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	A cluster of small professional office spaces	1%	3%	3%	6%	7%
b.	A mix of national chain stores that attract shoppers from surrounding locations	1%	1%	1%	1%	- -
c.	A mix of national chains and small independent businesses	12%	7%	6%	3%	5%
d.	A small town center where family and friends gather	31%	14%	12%	10%	8%
e.	A variety of restaurants and coffee shops	10%	26%	17%	13%	8%
f.	A weekly farmers market	4%	13%	20%	14%	12%
g.	An artistic center, where artistic works are highly visible	1%	3%	6%	11%	11%
h.	Anchored by a new grocery store such as Trader Joe's, Whole Foods or Wegman's	13%	7%	6%	8%	7%
i.	I do not shop there – so I can't really say	- -	- -	- -	- -	- -
j.	Minimal shopping required for our residential community - we shop elsewhere	2%	3%	3%	2%	3%
k.	One-of-a-kind independently-owned businesses are supported by residents who buy local	7%	7%	9%	11%	8%
l.	Pedestrian & bicycle friendly: pedestrian zones, walkways, designated bicycle paths & racks, etc.	8%	9%	10%	16%	13%
m.	Status quo regarding business mix and restrictions as in 2007	6%	3%	3%	4%	5%
n.	Whatever free enterprise dictates and business and commercial property owners are willing to do	3%	2%	2%	2%	5%

PARKS, COMMUNITY FACILITIES & OPEN SPACES

10. Which of the following comes closest to your IDEAL PICTURE of what PARKS, COMMUNITY FACILITIES & OPEN SPACES should look like in Great Falls in the year 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Beginners and highly talented actors, musicians, dancers and singers of all ages learn, hone and display their talents to an eager and encouraging audience in a Great Falls theatre.	2%	4%	5%	8%	12%
b.	All residents of the community can attend school in the community.	10%	4%	5%	8%	7%
c.	Artists of all ages and genres thrive through mutual fellowship in our Great Falls Art Gallery & Studios. Artistic works are on display in public spaces, while artists teach aspiring artists of all ages through school programs, private art classes and other instruction.	3%	7%	8%	9%	9%
d.	Our unique heritage is cherished and preserved through historic overlay districts, acquisition & preservation of historic sites & well-managed & adequately funded heritage education programs.	17%	15%	11%	7%	9%
e.	Our wildlife neighbors enjoy unencumbered passage through acres of contiguous natural habitat corridors, thanks to our land preservation program.	25%	16%	10%	6%	8%
f.	People, young and old alike, appreciate nature, explore and adventure in a safe environment, guided by dedicated instructors at our parks and nature centers.	9%	16%	18%	10%	6%
g.	Seniors come together in fellowship, actively engaging in community activities and volunteerism, and receive provisions for their care and well-being at a Great Falls Senior Center.	2%	5%	8%	9%	7%
h.	Teens hang out, socialize, dance, listen to music and have fun at a teen-designed Teen Center.	3%	6%	8%	7%	8%
i.	The entire community comes together to exercise, build strength, practice a sport, shoot a few hoops, run around the track, and have a swim at a Great Falls recreation center.	10%	9%	8%	8%	9%
j.	The entire community gathers to socialize, exercise, create, perform and enjoy in a award-winning, community-designed multi-use community center.	12%	11%	7%	10%	7%

ENVIRONMENT

11. Which of the following come closest to your IDEAL PICTURE of the ENVIRONMENT in Great Falls in the year 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Our clean local streams, ponds and wells are protected by use of organic products; the elimination of pesticides, herbicides, and chemical fertilizers; replanting and maintaining streamside vegetative buffers; and controlling storm water runoff.	17%	11%	9%	7%	6%
b.	Our main streets, tree-lined and beautifully landscaped, contribute to a small-town feeling.	25%	15%	9%	7%	5%
c.	Our vehicles have engine technologies that produce minimal, if any, emissions or pollution.	2%	3%	4%	3%	4%
d.	Our well-managed wells and septic systems are tested regularly to ensure their health and safety.	5%	11%	10%	7%	6%
e.	The same as in 2007.	4%	2%	2%	1%	2%
f.	We are powerful and effective advocates of environmental conservation.	6%	6%	7%	8%	8%
g.	We control the deer population in a humane and effective manner and have regenerated our forests, which the deer had previously damaged.	10%	9%	9%	8%	7%
h.	We have a rich tree canopy and successful tree protection program.	7%	13%	12%	9%	8%
j.	We derive our power and heat primarily from local, renewable energy power generation sources (solar, wind, etc.), to do our part in restoring our air, water, and land.	2%	3%	5%	6%	5%
k.	We live, travel, work in ways that reduce consumption, waste, and pollution.	6%	5%	8%	9%	7%
l.	We maintain our "National Wildlife Habitat Community" status and plant native vegetation.	4%	7%	9%	10%	8%
m.	We utilize low impact development (LID) to keep rain on the property where it fell, absorbed by trees, rain gardens, leaf mulch, etc. and use of low-energy, non-toxic building materials.	6%	6%	7%	7%	8%
n.	We support policies and regulations that reduce air and water pollution.	3%	4%	6%	9%	14%

PROVISIONS FOR SENIORS

12. Which of the following comes closest to your IDEAL PICTURE of the PROVISIONS FOR SENIORS in Great Falls in the year 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Clusters of senior housing around the Great Falls village and in 2-3 selected locations within walking distance to other Great Falls shopping areas.	16%	6%	6%	4%	8%
b.	Seniors are living in accessory dwellings or in-law apartments while renting the main house.	2%	3%	2%	3%	4%
c.	Seniors provide assisted living housing arrangements to a limited number of others in their home.	1%	2%	2%	2%	4%
d.	Seniors are renting their accessory dwelling or in-law apartment to other seniors, while living in the main house.	1%	3%	4%	4%	3%
e.	An enhanced real estate tax credit is available for seniors.	30%	10%	5%	5%	5%
f.	Seniors are operating a bed & breakfast establishment in their home.	1%	1%	2%	3%	2%
g.	Seniors are establishing sole-proprietor businesses in their home.	1%	3%	3%	4%	4%
h.	Seniors are selling arts and crafts or conducting small meetings from their home.	- -	2%	3%	5%	4%
i.	Seniors who telecommute conduct occasional all-day meetings of 12 people at their home.	- -	1%	1%	1%	4%
j.	Seniors are joining a consortia of professionals for fellowship, co-marketing, shared resources and to provide internship, coaching, and support to younger members of the community.	6%	8%	8%	7%	7%
k.	Seniors have a place to go for fellowship, recreation, and cultural activities within Great Falls.	11%	15%	11%	10%	5%
l.	Transportation is available from seniors' homes to the village, close-in shopping & services.	7%	15%	15%	10%	6%
m.	Locally base in-home services are available to assist seniors with maintenance, housekeeping, in-home care, financial management, long-term care, etc.	7%	11%	13%	12%	10%
n.	The same as in 2007.	10%	3%	3%	3%	8%

UTILITIES & INFRASTRUCTURE

13. Which of the following comes closest to your IDEAL PICTURE of UTILITIES & INFRASTRUCTURE in Great Falls in 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	All phone, cable and telecom lines are buried underground.	45%	11%	11%	7%	6%
b.	Dark skies by 10 pm throughout Great Falls, through community cooperation & restrictions.	4%	9%	6%	4%	6%
c.	Excellent cell phone service - with the addition of new towers or monopoles (including tree poles) on main roads, in parks or other non-residential areas.	7%	15%	8%	6%	6%
d.	Minimal outdoor lighting is achieved by retrofitting all public and commercial facilities in Great Falls to 2003 outdoor lighting standards. Local homeowners voluntarily comply.	2%	8%	8%	11%	8%
e.	Our community has adopted renewable energy sources (solar, wind, etc.) to power and heat our homes, businesses, and government buildings to lower costs and improve reliability.	6%	7%	9%	8%	12%
f.	Public sewer is available north of Georgetown Pike (i.e., toward the river).	3%	4%	4%	3%	2%
g.	Public sewer is available south of Georgetown Pike (i.e., toward Route 7).	2%	5%	4%	4%	4%
h.	Public sewer is only available to commercial and public facilities in the Great Falls Village.	7%	8%	8%	8%	4%
i.	Public sewer is only available where it existed in 2007.	5%	5%	5%	4%	4%
j.	The same as in 2007.	3%	2%	2%	3%	5%
k.	There are no neon signs in the commercial areas of Great Falls, thanks to the cooperation of all business owners and appropriate restrictions.	5%	11%	15%	13%	10%
l.	We are recognized as a model community for our use of localized waste water management techniques, and our investment & implementation of innovative septic technologies.	6%	6%	9%	11%	11%
m.	We forgo improved cell phone service to avoid the addition of towers, monopoles or tree poles.	2%	5%	5%	9%	5%

ACCOMPLISHING YOUR VISION

The next several questions explore the implementation of your vision. What initiatives and priorities are you willing to explore further?

CITIZEN ACTION

14. Which of the following **CITIZEN ACTIONS** is likely to be the most effective approach to realizing your vision for Great Falls in 2020? (Rank your top three, with 1 being the most effective.)

		1 ST	2 ND	3 RD
a.	Become a member of GFCA and nominate and vote for Board members who will represent the community and seek to influence County and State decisionmakers.	30%	17%	13%
b.	Become a volunteer to work on issues that matter to me and my neighborhood.	15%	24%	14%
c.	I have no time or interest, so I leave citizen action to others.	7%	2%	6%
d.	Incorporate as a "town" with elected representatives to govern our community in a way that aligns directly with our residents' vision for Great Falls.	26%	12%	10%
e.	Set up a neighborhood and/or Home Owners Association (HOA) caucus system.	9%	12%	13%
f.	Start a new association for Great Falls which closely reflects residents' wishes.	8%	12%	15%

INFLUENCING FUTURE DEVELOPMENT

15. Which of the following do you feel is the most effective way to INFLUENCE FUTURE DEVELOPMENT so as to realize your vision of Great Falls in 2020? (Rank your top five from 1 to 5, where 1 is the most effective approach.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Allow selective increases in density around the Great Falls Village and other appropriate locations to provide housing for our work force and seniors.	8%	4%	3%	3%	5%
b.	Ask Fairfax County to aggressively acquire land in Great Falls to preserve open spaces.	18%	13%	7%	7%	6%
c.	Buy land/ easements to preserve open spaces through the Northern Virginia Conservation Trust.	14%	19%	12%	8%	7%
d.	Continue dependence on private "septic systems" as a way to limit density and slow growth.	15%	9%	11%	9%	5%
e.	Continue to rely on the County's processes that include current zoning, the Comprehensive Plan for Fairfax County, and land use application reviews for special exceptions.	2%	3%	4%	3%	4%
f.	Create a Special Tax District to buy land/easements to preserve open spaces or for future uses.	3%	6%	8%	7%	8%
g.	Down-zone by making the zoning consistent with the Comprehensive Plan for Fairfax County.	4%	5%	7%	7%	7%
h.	Encourage cluster subdivisions in order to maximize protection of open spaces.	1%	1%	3%	5%	2%
i.	Establish local standards for building design and incentives for developers to meet the standards.	5%	8%	8%	8%	6%
j.	Establish new or expanded historic overlay districts.	1%	5%	8%	8%	7%
k.	Incorporate as a town (currently not allowed under State law, would require a State-level law change or exception) to have direct control over the pursuit of our vision.	9%	5%	6%	6%	7%
l.	Tighten requirements for allowable building scale, tree canopy/density, and environmental impact of future residential and commercial developments.	13%	12%	10%	9%	15%
m.	Transfer Great Falls development rights to other areas of higher density in the County.	1%	1%	2%	3%	5%

INVESTMENT CONSIDERATIONS

16. Which of the following INVESTMENT ALTERNATIVES would you like Fairfax County to fund from your existing tax dollars to realize your vision for 2020? (Rank your top five from 1 to 5, where 1 is the most important.)

		1 ST	2 ND	3 RD	4 TH	5 TH
a.	Build a mixed-use Community Center, designed by Great Falls residents.	21%	9%	7%	5%	7%
b.	Build a Senior Center, designed by Great Falls seniors.	2%	2%	2%	1%	3%
c.	Build a Teen Center, designed by Great Falls teens.	2%	3%	3%	3%	3%
d.	Build a Theatre Center for the Performing Arts, designed by Great Falls performing artists.	2%	2%	2%	3%	3%
e.	Build an Artists' Gallery, Studios, and Classrooms, designed by Great Falls artists.	2%	4%	2%	5%	4%
f.	Build and maintain athletic fields and recreational facilities.	8%	11%	8%	7%	8%
g.	Build Community-Based Schools (i.e., children from Great Falls can attend schools in Great Falls)	8%	5%	4%	4%	4%
h.	Develop new trails and close gaps in existing trails to complete an interconnected system.	19%	17%	14%	8%	5%
i.	Develop/complete equestrian trails and facilities (i.e., Equestrian area at Turner Farm).	3%	4%	4%	5%	7%
j.	Maintain, develop & improve existing historic sites (i.e., Colvin Run Mill), including easements, acquiring new sites, adding historic overlay districts, and educational programs.	5%	11%	11%	11%	9%
k.	Maintain, develop, improve and expand existing parks (i.e., Nature Center at Riverbend Park)	5%	15%	13%	11%	8%
l.	Provide community transportation services.	2%	3%	6%	6%	7%
m.	Purchase land to preserve natural or open spaces, river & stream valleys & corridors for wildlife.	16%	12%	11%	12%	9%
n.	The same as in 2007	2%	1%	2%	2%	5%

FINANCING APPROACHES FOR CONSIDERATION

17. ALTERNATIVE FINANCING APPROACHES may be required to accomplish your vision for Great Falls in 2020. If needed, which of the following do you regard as deserving further consideration? (Rank your top three from 1 to 3, where 1 is the most important.)

		1 ST	2 ND	3 RD
a.	Acquire additional funds from Fairfax County through more effective community action.	28%	13%	10%
b.	Avoid additional taxes – raise funds from those who benefit or wish to contribute.	15%	12%	9%
c.	Do not consider any alternative financing approaches above property taxes already being paid.	8%	7%	8%
d.	Establish a Special Tax District for Great Falls to fund community projects (for example, a \$0.05 tax per \$100 of real estate assessment = \$500/year for property assessed at \$1,000,000 – this would generate approximately \$3 million annually).	16%	11%	10%
e.	Explore alternative financial mechanisms, including an open space bond, to accelerate completion of the trail system throughout Great Falls.	12%	14%	13%
f.	Explore alternative financing mechanisms, including an open space bond, to accelerate the purchase of undeveloped land and easements in Great Falls.	8%	13%	11%
g.	Establish a local stock exchange, private investment fund, or micro-finance mechanisms to invest in independent local businesses, environmental projects and technologies in Great Falls.	1%	5%	5%
h.	Raise funds from grants, patrons and donations during the first five years of a project to establish an annuity to fund its ongoing operations.	7%	15%	19%

A FEW QUESTIONS FOR STATISTICAL PURPOSES

18. What is your gender? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Male</td> <td style="width: 40%; text-align: right;">47%</td> </tr> <tr> <td>Female</td> <td style="text-align: right;">53%</td> </tr> </table>	Male	47%	Female	53%	19. Do you live in Great Falls? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Yes</td> <td style="width: 40%; text-align: right;">98%</td> </tr> <tr> <td>No</td> <td style="text-align: right;">2%</td> </tr> </table>	Yes	98%	No	2%	20. Do you own or rent your home? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Own</td> <td style="width: 40%; text-align: right;">99%</td> </tr> <tr> <td>Rent</td> <td style="text-align: right;">1%</td> </tr> </table>	Own	99%	Rent	1%																								
Male	47%																																					
Female	53%																																					
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Rent	1%																																					
21. How large is the property you live on? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">1 acre or less</td> <td style="width: 40%; text-align: right;">33%</td> </tr> <tr> <td>2 acres</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>3-5 acres</td> <td style="text-align: right;">21%</td> </tr> <tr> <td>6-10 acres</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>11-20 acres</td> <td style="text-align: right;">1%</td> </tr> <tr> <td>21+ acres</td> <td></td> </tr> </table>	1 acre or less	33%	2 acres	40%	3-5 acres	21%	6-10 acres	5%	11-20 acres	1%	21+ acres		22. How long have you lived in Great Falls? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Less than two years</td> <td style="width: 40%; text-align: right;">5%</td> </tr> <tr> <td>2 to 4 years</td> <td style="text-align: right;">13%</td> </tr> <tr> <td>5 to 10 years</td> <td style="text-align: right;">28%</td> </tr> <tr> <td>11 to 20 years</td> <td style="text-align: right;">26%</td> </tr> <tr> <td>21 to 30 years</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>31 years or more</td> <td style="text-align: right;">8%</td> </tr> </table>	Less than two years	5%	2 to 4 years	13%	5 to 10 years	28%	11 to 20 years	26%	21 to 30 years	20%	31 years or more	8%	23. How much longer do you plan to live in Great Falls? (Check <u>one</u>.) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Less than two years</td> <td style="width: 40%; text-align: right;">3%</td> </tr> <tr> <td>2 to 4 years</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>5 to 10 years</td> <td style="text-align: right;">22%</td> </tr> <tr> <td>11 to 20 years</td> <td style="text-align: right;">32%</td> </tr> <tr> <td>21 to 30 years</td> <td style="text-align: right;">14%</td> </tr> <tr> <td>31 years or more</td> <td style="text-align: right;">24%</td> </tr> </table>	Less than two years	3%	2 to 4 years	5%	5 to 10 years	22%	11 to 20 years	32%	21 to 30 years	14%	31 years or more	24%
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A FEW QUESTIONS FOR STATISTICAL PURPOSES, continued

24. Do you expect to be living in Great Falls in 2020?
(Check one.)

I will be living in Great Falls in 2020	55%
I will definitely leave Great Falls before 2020 and will not be here	4%
I would like to be living in Great Falls in 2020, but cannot afford to remain here	4%
If I could downsize to a smaller house near town, I would remain in Great Falls	5%
If the only smaller house or apartment is located outside of Great Falls, I will leave Great Falls.	1%
I don't know where I will be living in 2020	31%

25. Unless for an employment transfer, what reasons would most convince you to look for housing outside of Great Falls? (Check all that apply.)

High real estate taxes	43%
House too big for our/my needs	35%
No children in school	20%
No public or affordable transportation	9%
Not an appropriate place for senior citizens	16%
Traffic	35%
Want to be further out from D.C.	9%
Want to live near my children	16%
Want to move to a warmer climate	23%
What to be closer to D.C.	10%

26. Do you work in Great Falls? (Check all that apply.)

Yes, I work in a business in Great Falls	5%
Yes, I own a business in Great Falls	6%
Yes, I work out of my home in Great Falls	15%
Yes, I work out of my home in Great Falls, but telecommute to my job	5%
No, I do not work in Great Falls	57%
No, I am retired	13%

27. What is your marital status? (Check one.)

Single	4%
Married	90%
Living with significant other	2%
Divorced/Separated	3%
Widowed	2%

28a. Do you have any children living in your home?
(Check one.)

Yes	63%
No	37%

29a. IF "YES to 29a," What SCHOOL(S) are your children attending? (Check all that apply.)

Public	70%
Private	29%
Home-schooling	2%

28b. IF "YES," How old are your children? (Insert number of children for each category that applies)

Pre-school (less than 5 years old)	
Grade School (ages 5-12)	
High School (ages 13-17)	
College Age (ages 18-22)	
Adult Children (age 23+)	

29b. Has the SCHOOL SYSTEM your children attend been valuable to your family?

Yes	92%
No	8%

30. What local groups is your family currently involved with in Great Falls? (Check all that apply and describe.)

Church	34%
Club	24%
Social	27%
Sports	41%
Other (Specify)	8%

31. Where do you vote? (Check one.)

Forestville Elementary School	19%
Great Falls Elementary School	25%
Great Falls Library	21%
United Methodist Church	24%
Spring Hill Community Center	6%
I don't know	4%

32. How old are you?

 (Check one.)

18 years or younger	- -
19-24 years	1%
25-39 years	12%
40-54 years	49%
55-64 years	24%
65 years and older	14%

33. Where is your home located?

 (Check one.)

North of Georgetown Pike (i.e., toward the river)	59%
South of Georgetown Pike (i.e., toward Route 7)	41%

34. Do you wish to receive any further contact from GFCA about this survey or other GFCA information?

 (Check one.)

I'd like to see results from the survey but no other GFCA contact	24%
I'd like to see results from the survey as well as further GFCA contact	55%
No would not like to see results from the survey or any other contact from GFCA	21%