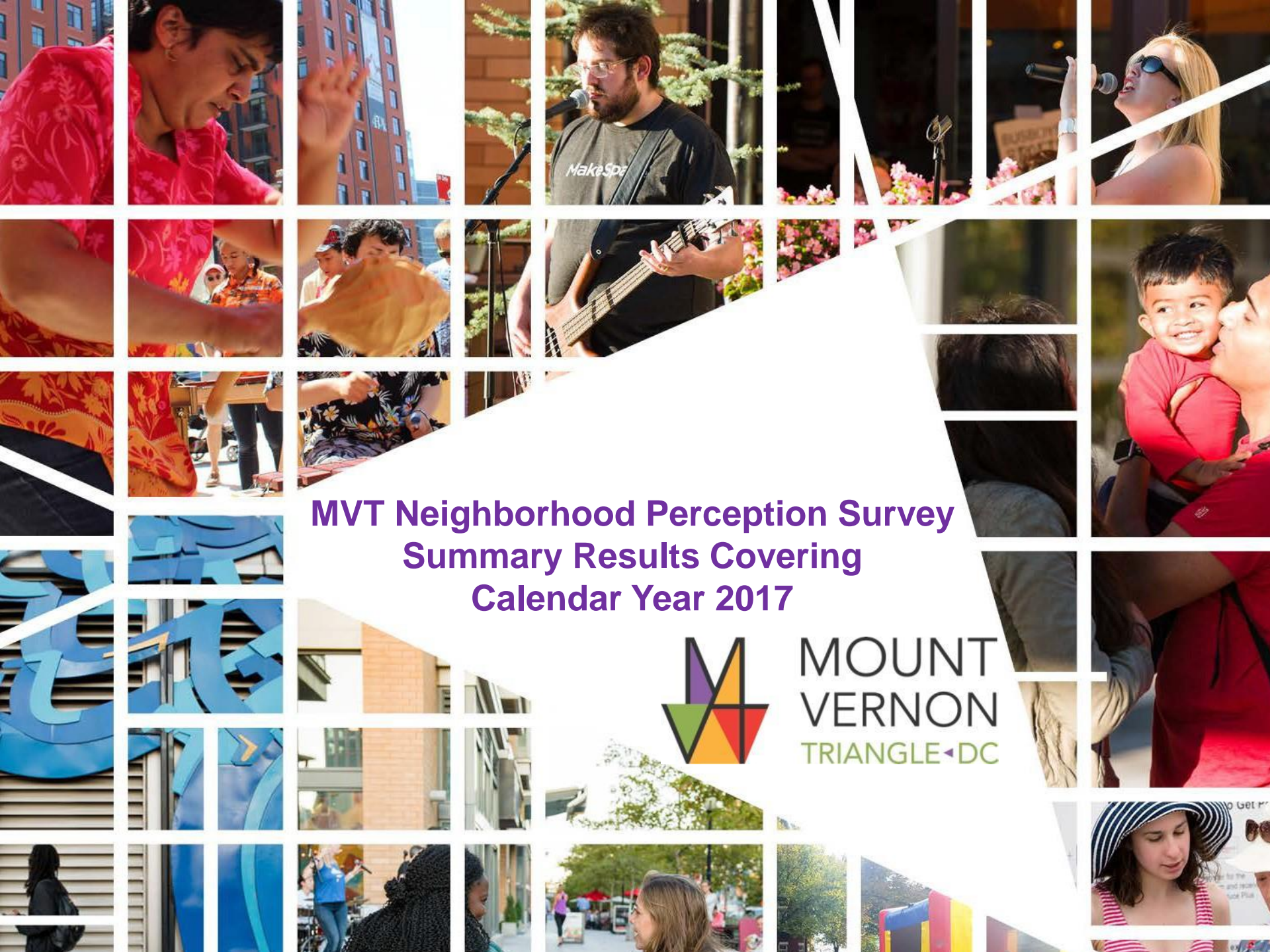


MVT Neighborhood Perception Survey
Summary Results Covering
Calendar Year 2017

 MOUNT
VERNON
TRIANGLE DC

[illegible]

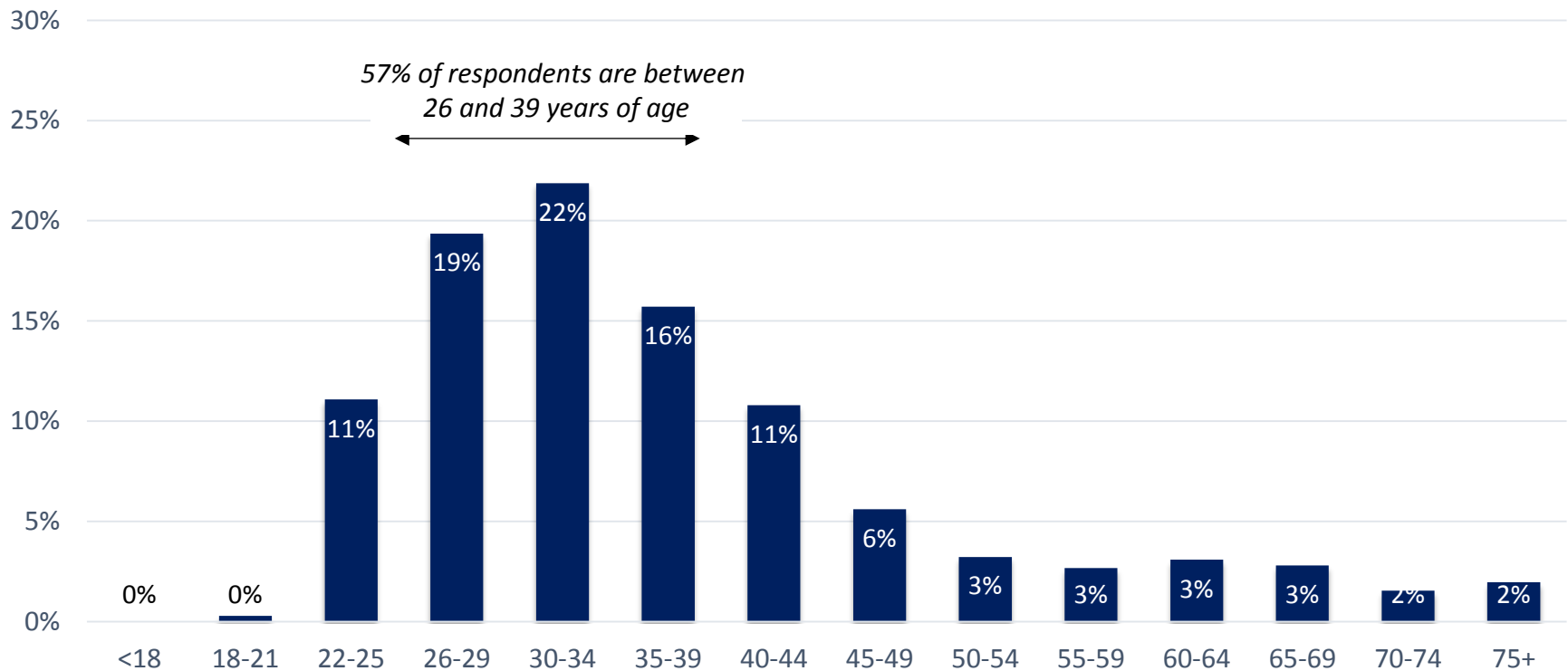
Survey Overview



- Launched January 2018
- Circulated electronically and by hard copy via:
 - MVT CID's "Triangle Times" newsletter (nearly 3K subscribers)
 - Social media (e.g., Facebook and Twitter)
 - Property managers to area residents who may not have access to digital technology
- 722 responses from residents, workers, retailers and patrons
 - 30% more than 2016
 - 61% more than 2015

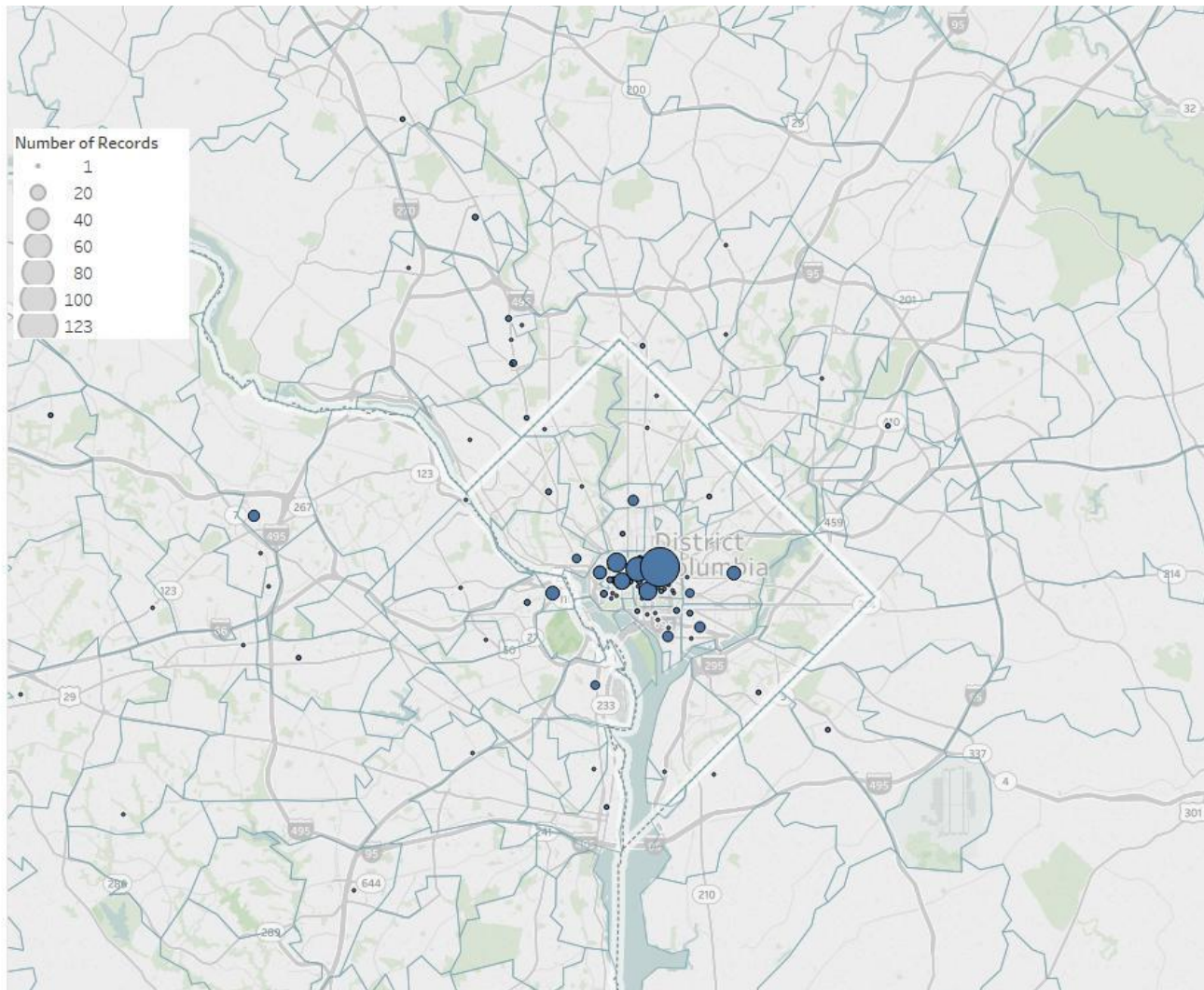
Respondent Profiles

Age Range of Respondents



Respondent Profiles

Where MVT Residents Work

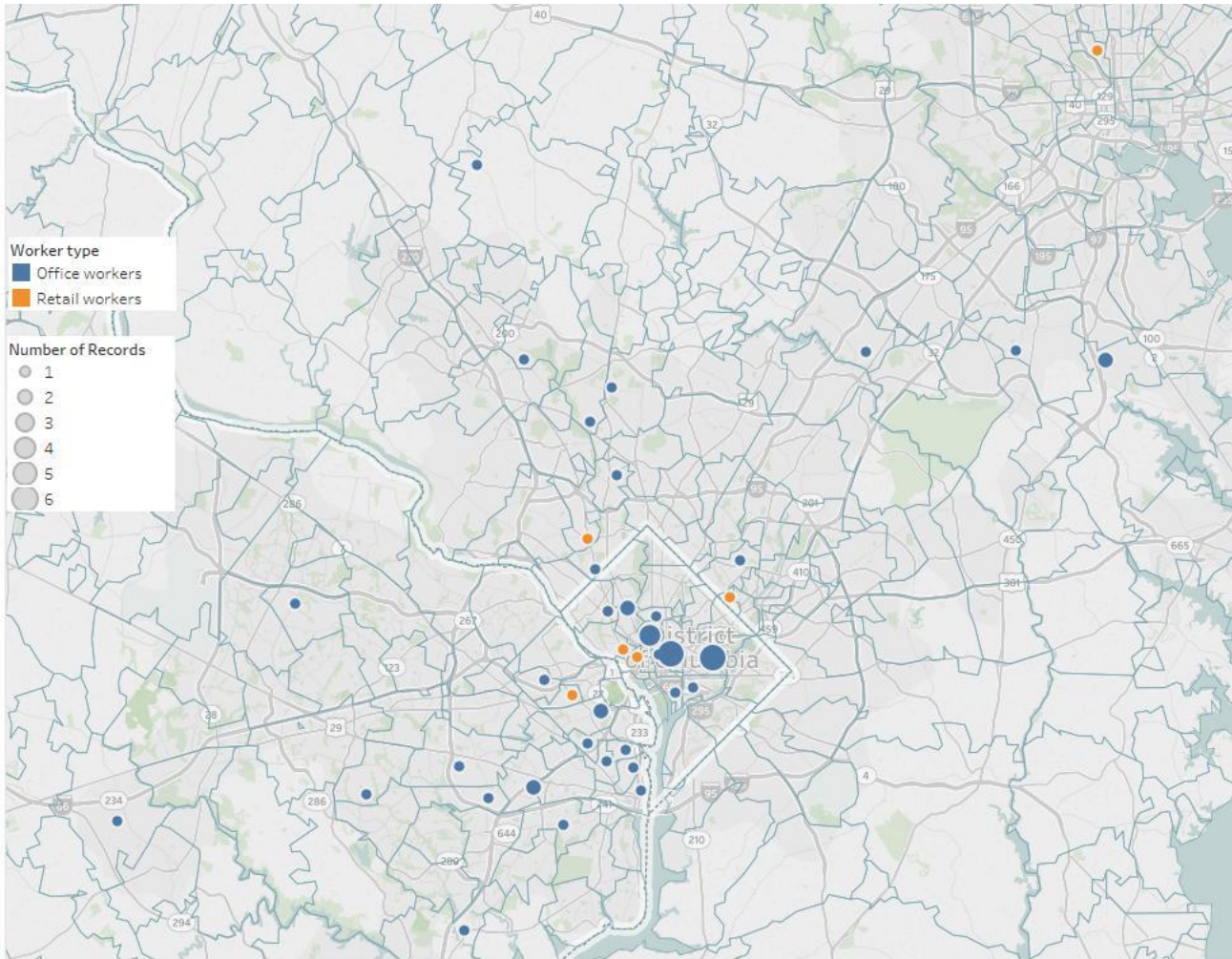


Where MVT Residents Work
(Relative to MVT)

Location	%
Same Zip as MVT	25%
1-mile radius	54%
3-mile radius	82%
5-mile radius	86%

Respondent Profiles

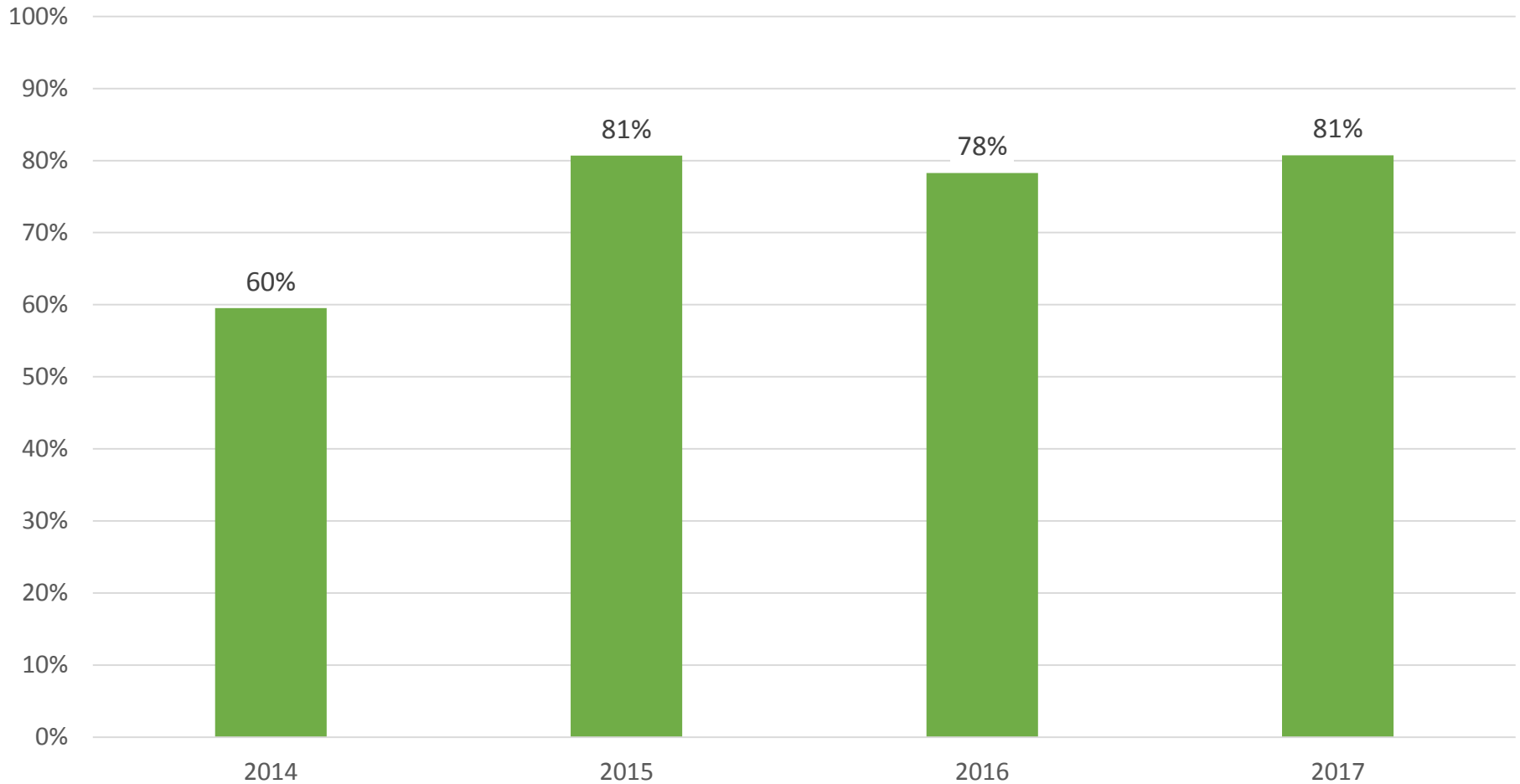
Where MVT Workers Live



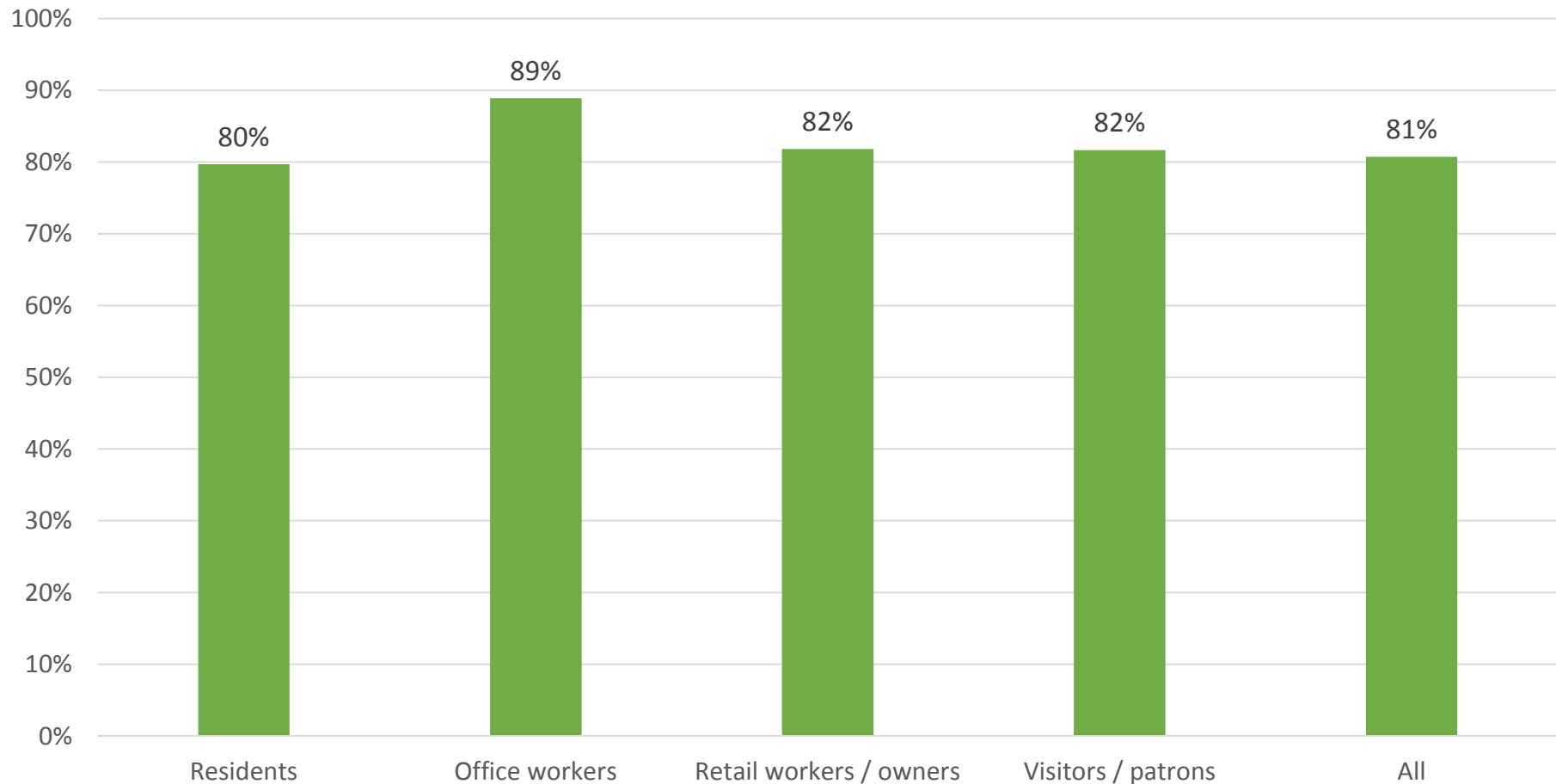
Where MVT Workers Live
(Relative to MVT)

Location	%
Same Zip as MVT	9%
1-mile radius	14%
3-mile radius	39%
5-mile radius	53%

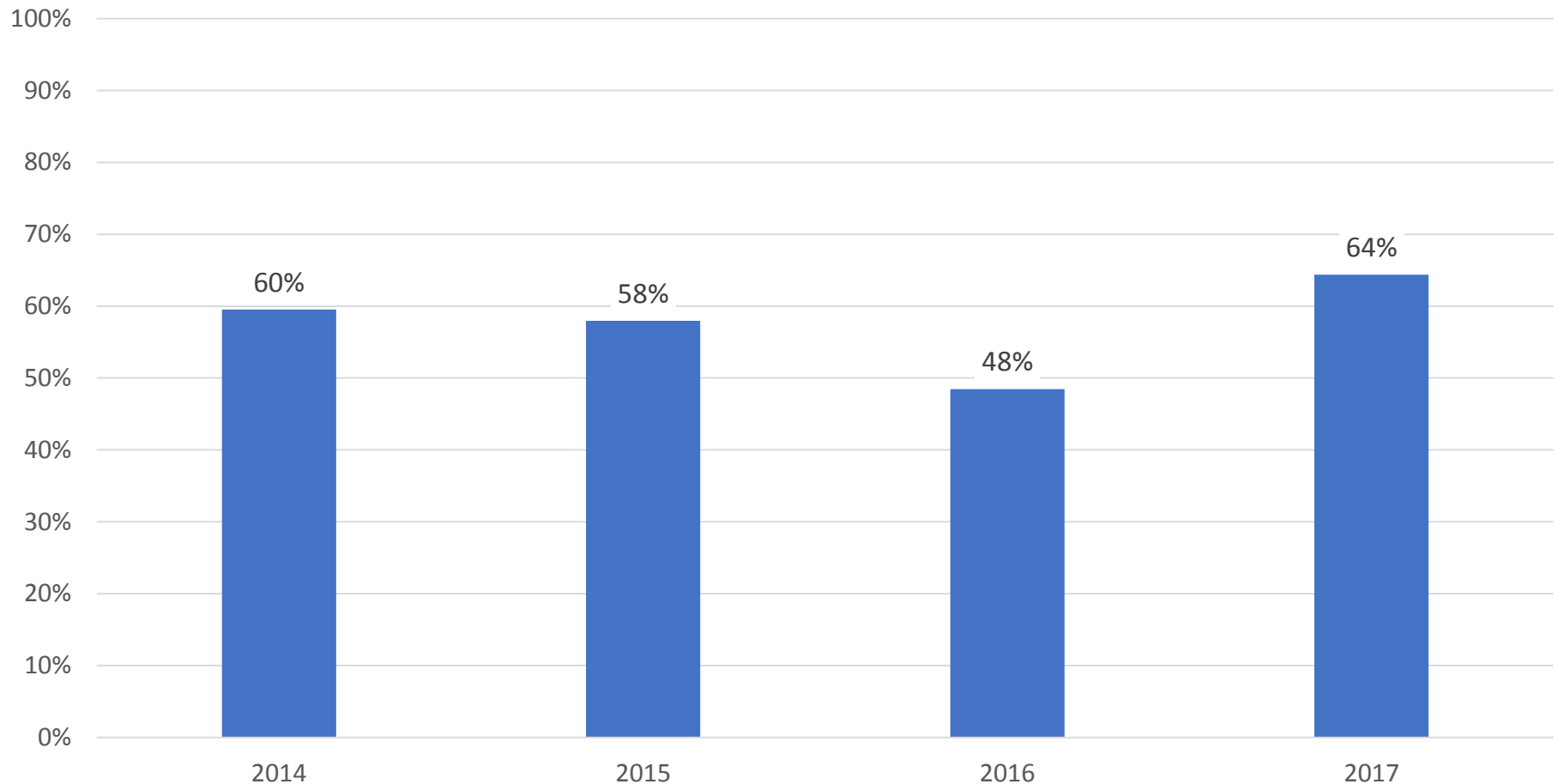
Perception of MVT as Clean or Very Clean Since 2014



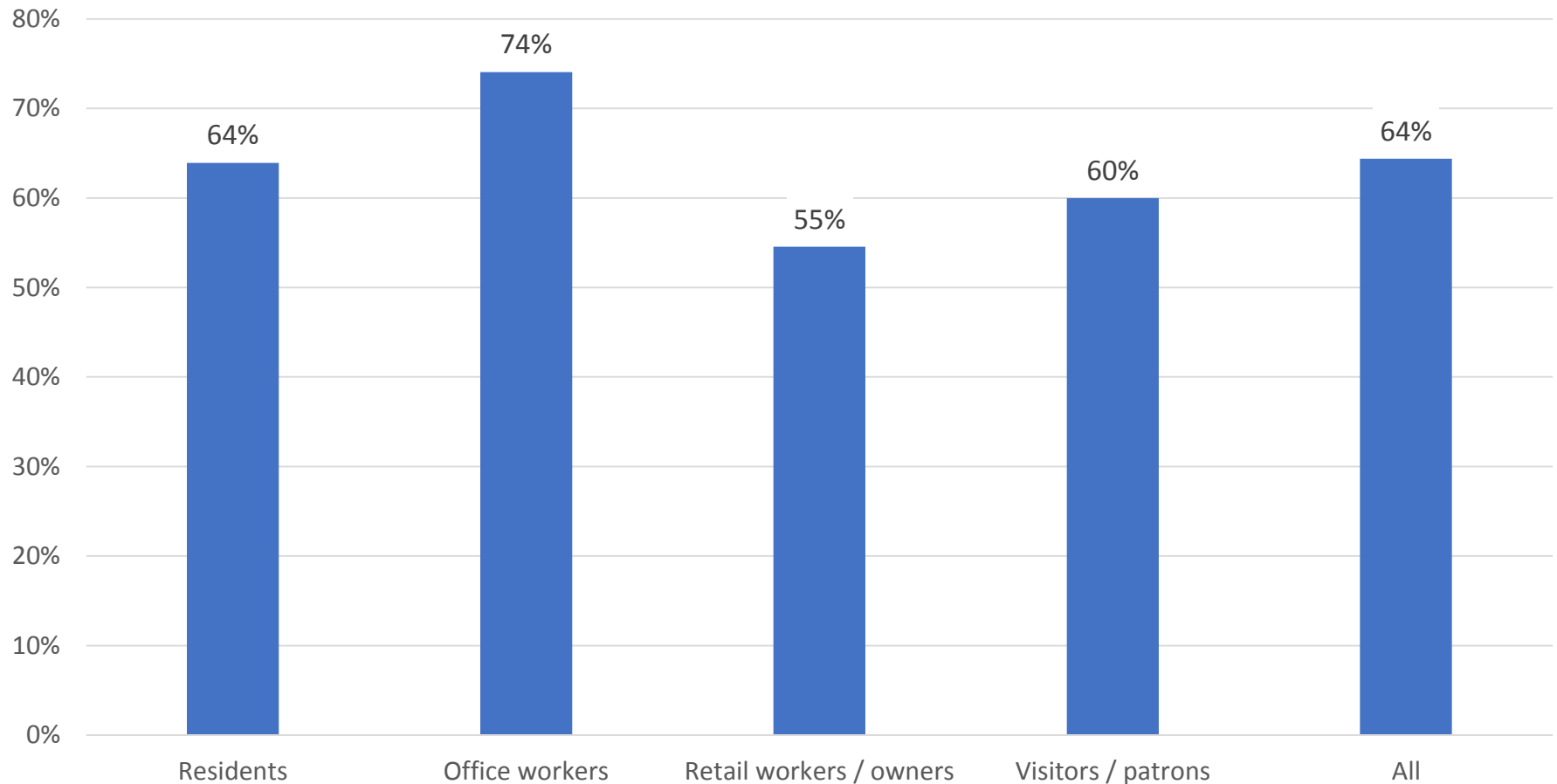
Perception of MVT as Clean or Very Clean Breakdown by Respondent Type in 2017



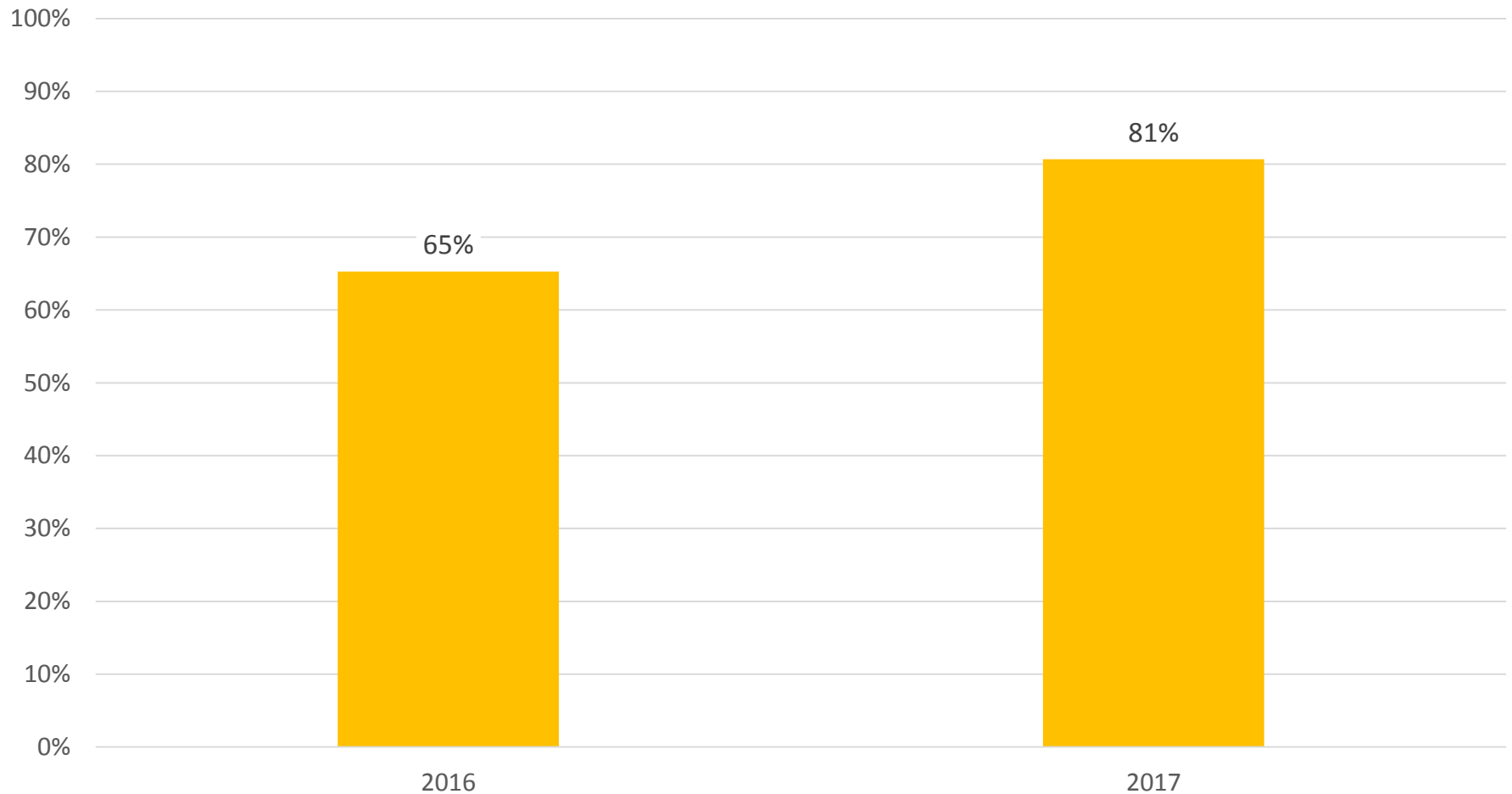
Perception of MVT as Safe or Very Safe Since 2014



Perception of MVT as Safe or Very Safe Breakdown by Respondent Type in 2017



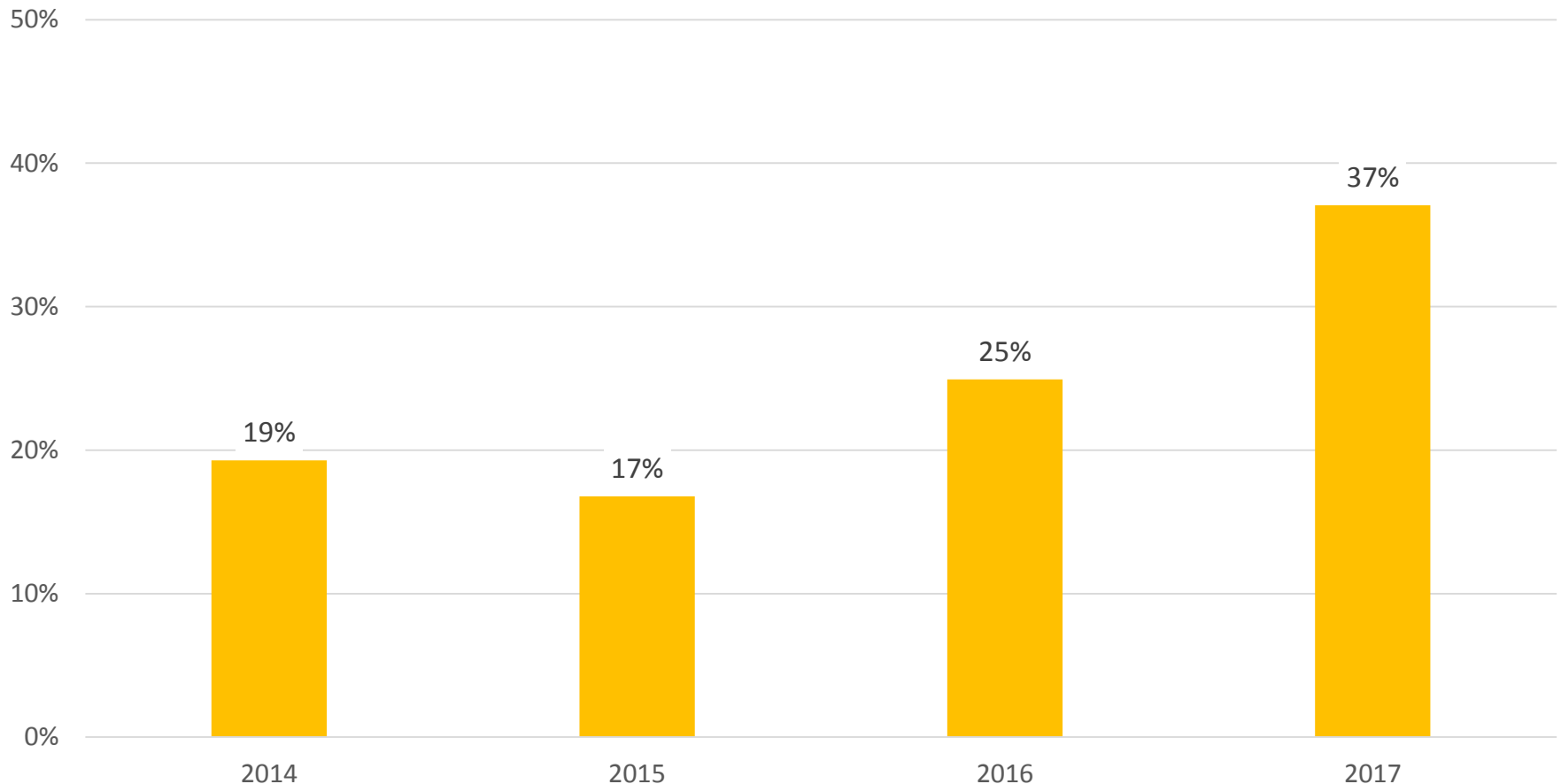
Awareness of the FRESHFARM MVT Farmers Market Last Two Years



FRESHFARM MVT Farmers Market

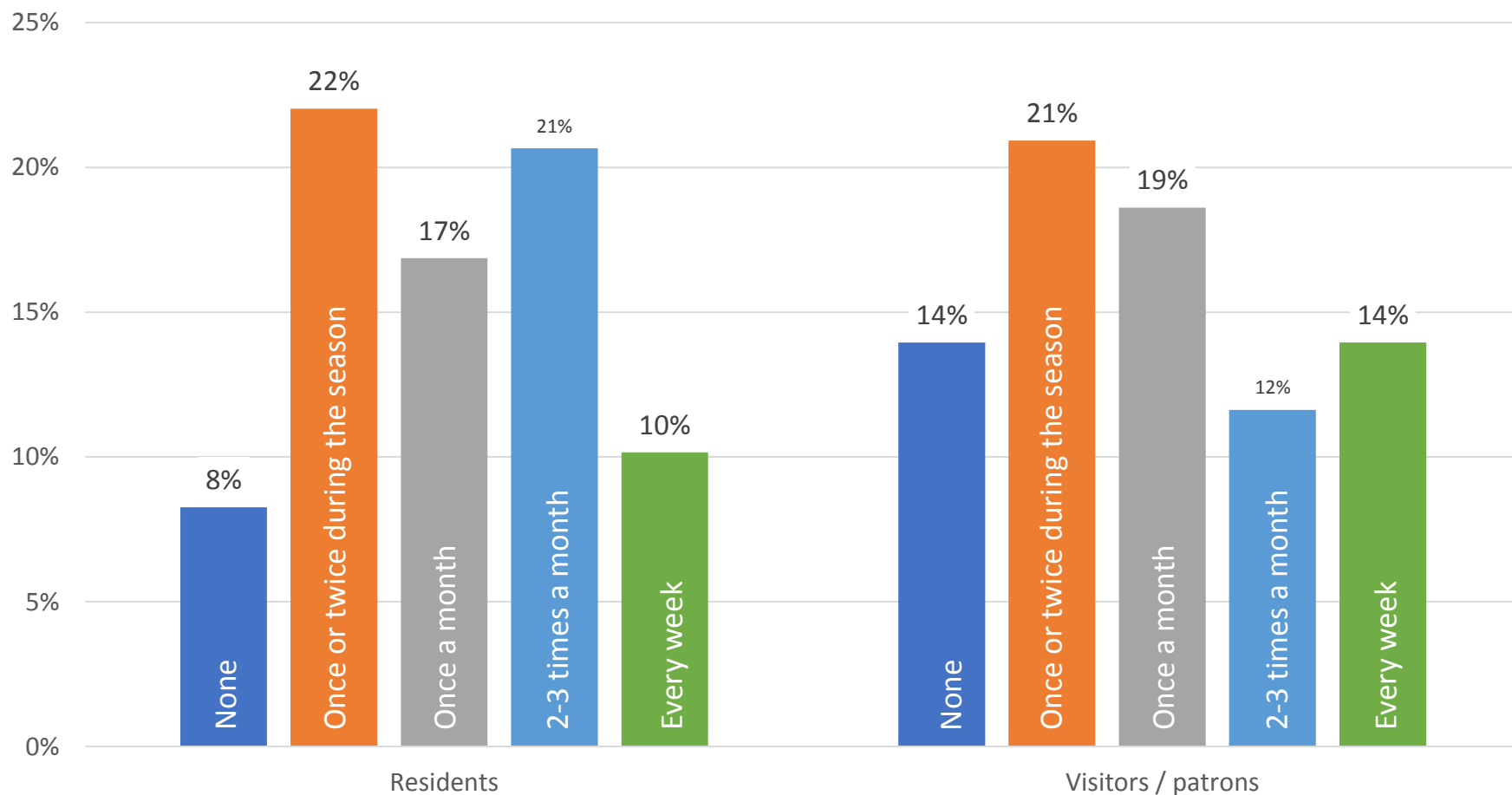


Respondents Who Attended FRESHFARM MVT Farmers Market 2+ Times/Month* Since 2014



*Among those aware of the market

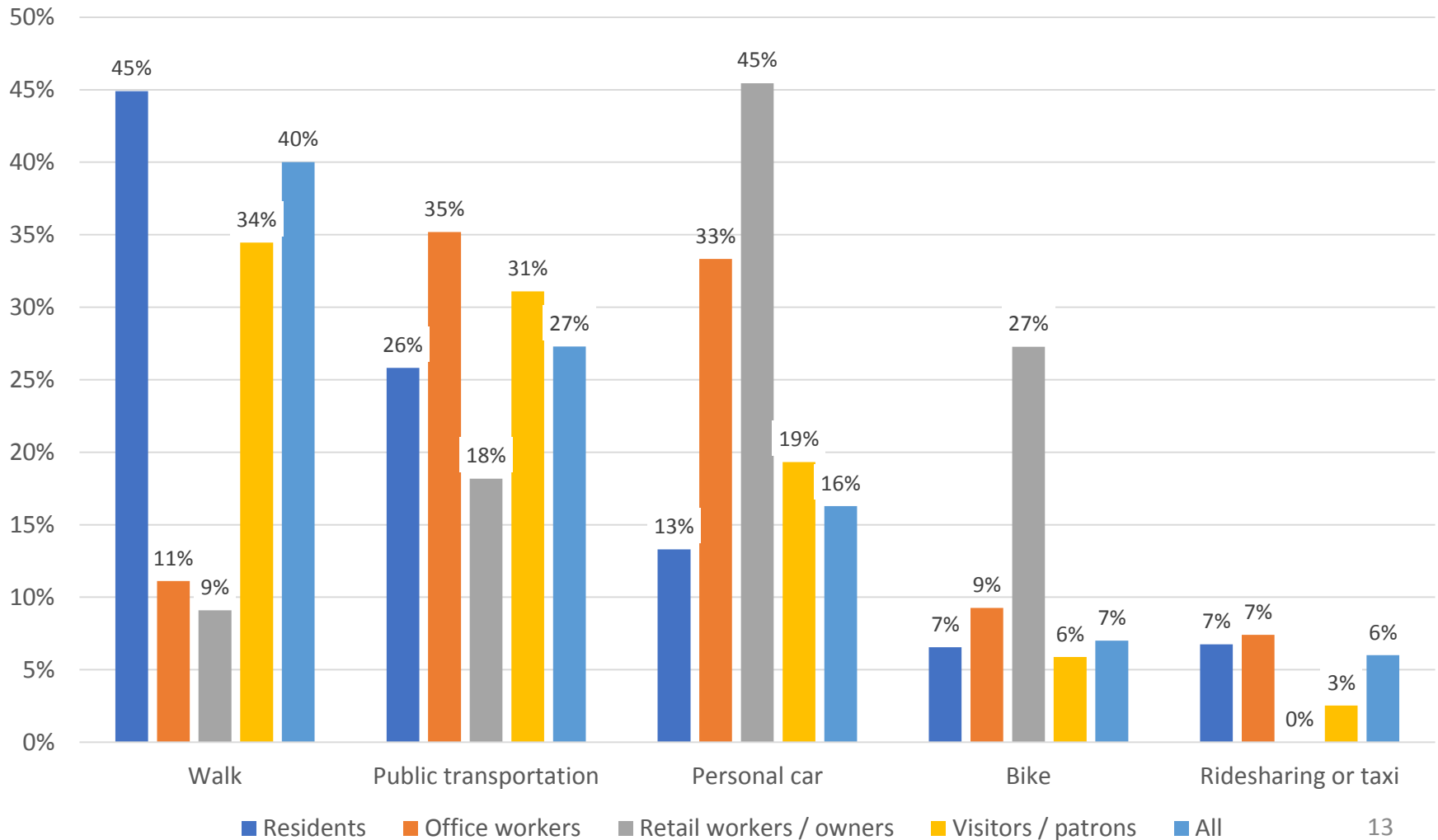
Respondents Who Attended FRESHFARM MVT Farmers Market 2+ Times a Month* Breakdown by respondent type in 2017



*For those aware of the market

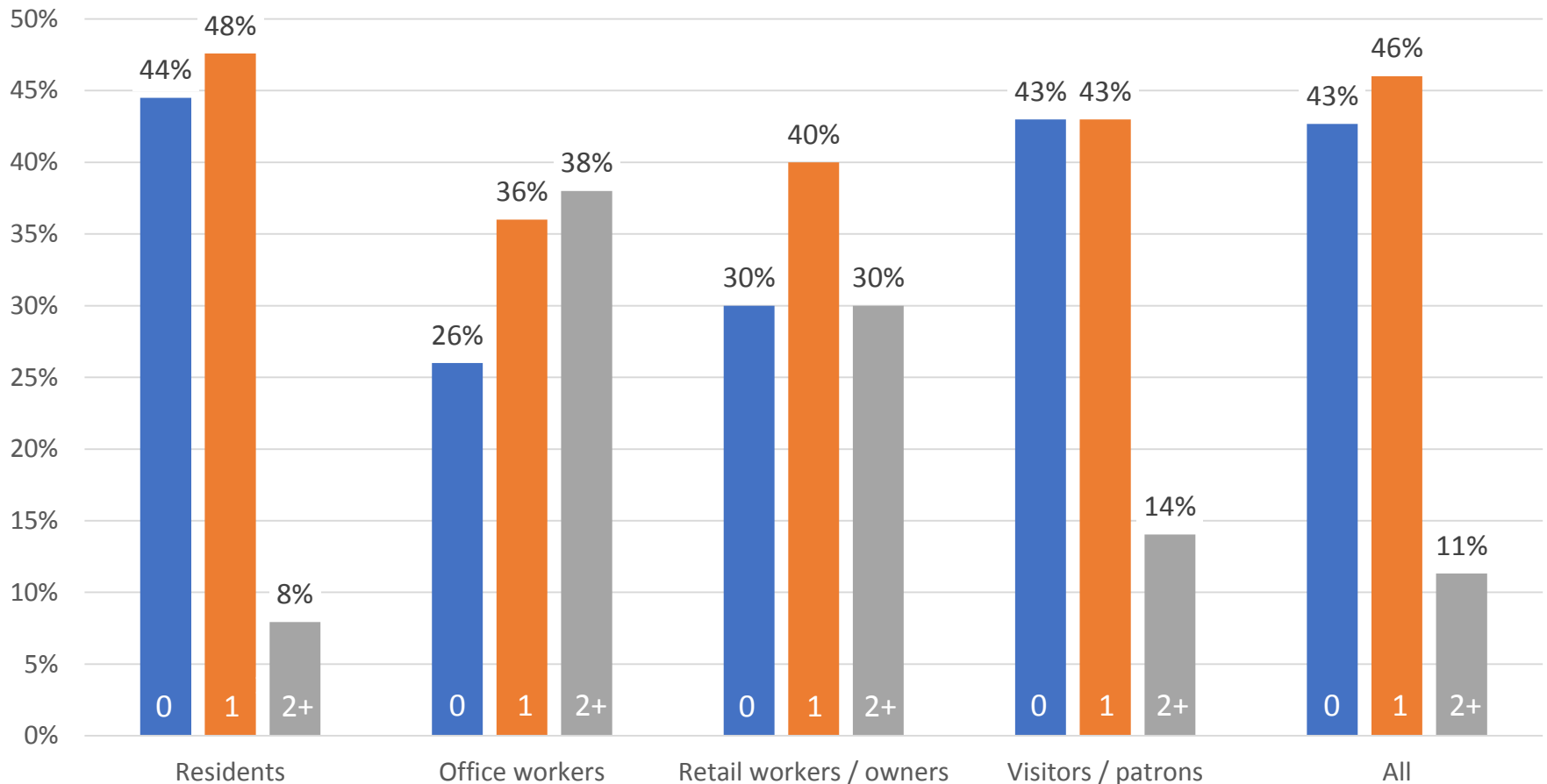
Mode of Transportation

Preferred Mode of Transportation To/From Work Breakdown by Respondent Type in 2017



Mode of Transportation

Cars per Household



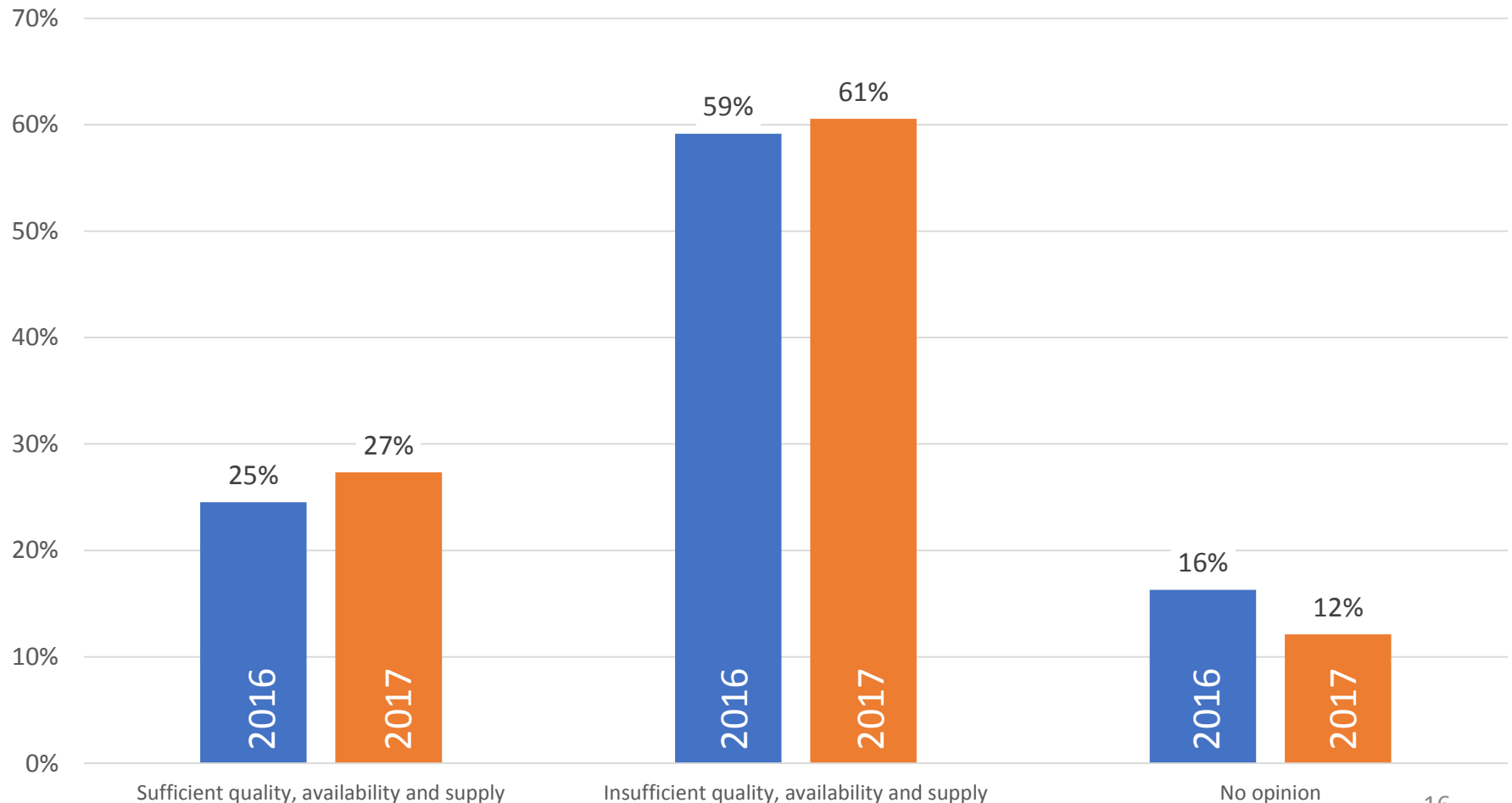
Strategic Priorities

Respondent Feedback on Preferred Order of MVT CID Priorities Ranked in Order of Importance

Priorities	2017	Change from 2016	Change from 2015
Public safety	1	-	-
Cleanliness / landscaping	2	-	-
Park / green space / open space activation	3	+2	N/A
Business attraction (office / retail)	4	-	-1
Homeless outreach	5	-2	-1
Transportation / accessibility	6	+1	-
Marketing / community events	7	-1	-

Green, Open & Public-Use Spaces

Perception of the Quality, Availability & Supply of MVT CID Green, Open & Public-Use Spaces Last Two Years



Green, Open & Public-Use Spaces



Most Important Features & Elements for MVT CID's Green, Open & Public-Use Spaces Ranked in Order of Interest

Rank	All	Residents	Office Workers	Visitors & Others
Aesthetics (e.g., public art, landscaping, flower beds, water features)	1	1	2	2
Relaxation (e.g., picnics, tables, chairs, umbrellas, etc.)	2	2	1	1
Dining (e.g., café, food service, etc.)	3	3	3	4
Event space (e.g., concerts, outdoor movies, etc.)	4	4	4	5
Pet recreation (e.g., dog park, dog run, etc.)	5	5	5	7
Playing fields (e.g., baseball, basketball, football, jogging, lacrosse, soccer, softball)	6	6	6	6
Children's recreation (e.g., playground, etc.)	7	7	7	3

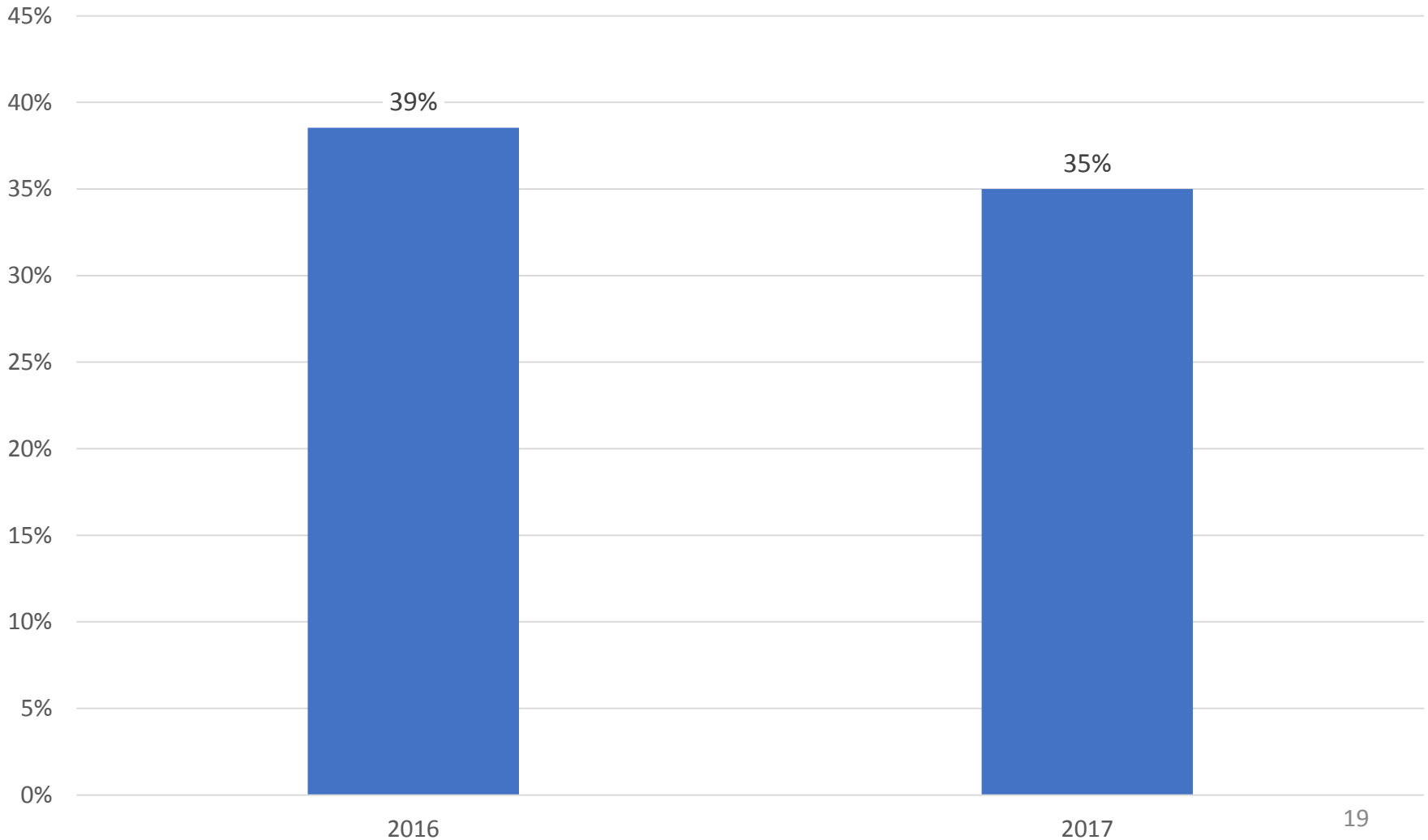
Community Events

Respondent Feedback on Most Preferred Community Events Ranked in Order of Interest

Ranking	All	Residents	Office Workers	Visitors & Others
Farmers market	1	1	1	1
Seasonal festivals	2	2	2	2
Art and cultural events	3	3	3	4
Outdoor concerts / music	4	4	4	3
Movie showings	5	5	5	5
Block party	6	6	7	7
Outdoor fitness classes / competitions	7	7	6	6
Social mixers	8	8	8	10
Community planting days	9	9	9	8
Dog-friendly events	10	10	10	11
Family / children events	11	11	11	9

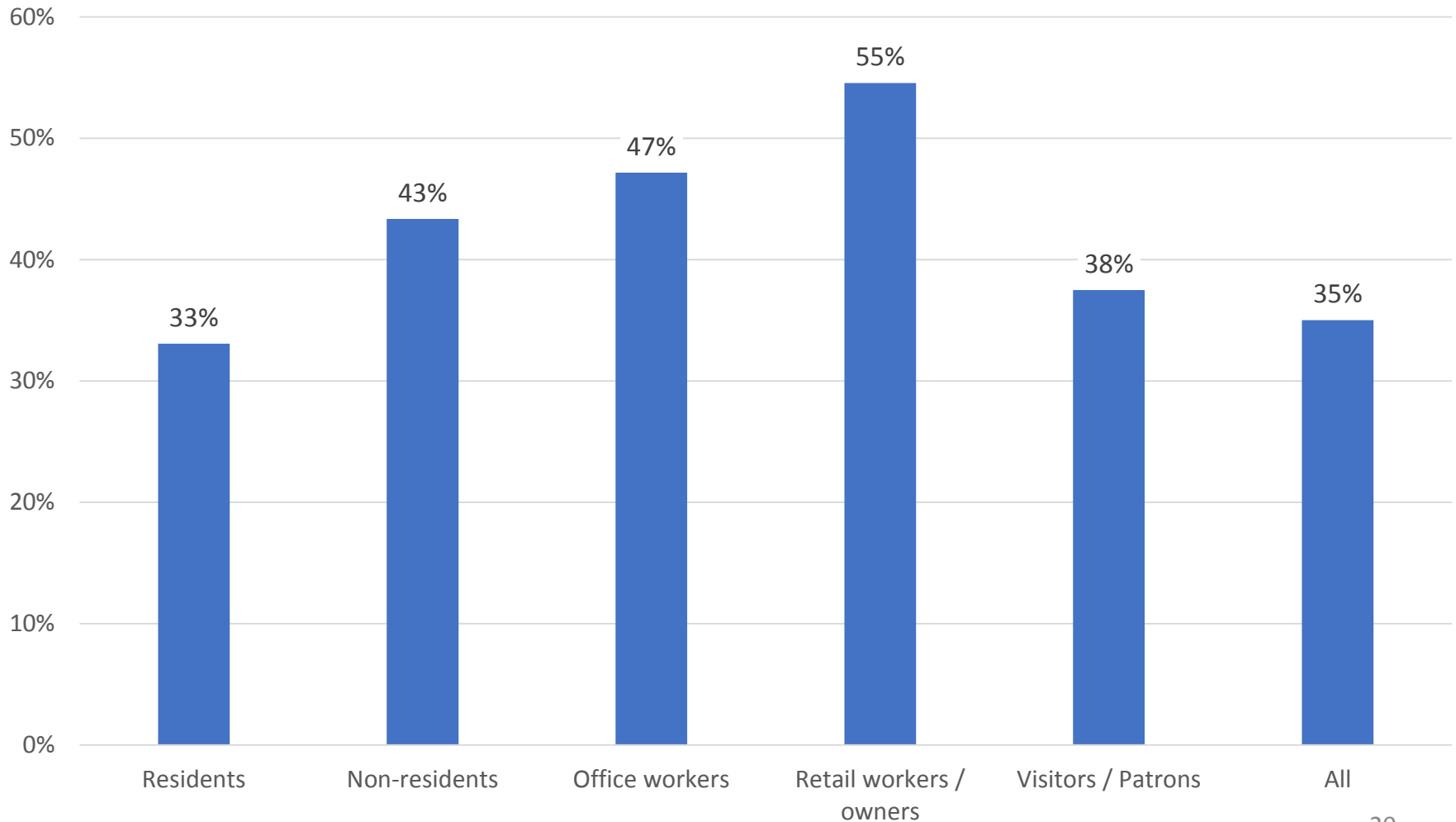
Perception of Civic Engagement

Perception of Strong or Very Strong Civic Engagement & Community Pride within MVT Last Two Years



Perception of Civic Engagement

Perception of Strong or Very Strong Civic Engagement & Community Pride within MVT Breakdown by Respondent Type



MVT's Current Brand & Future Potential



How MVT is perceived today...

Convenient Growing Vibrant Improving
Central Developing Construction Clean

...and future aspirations for the neighborhood

Vibrant Community Destination Exciting
Thriving Fun Safe Green



MOUNT
VERNON
TRIANGLE◀DC

info@mvtcid.org
www.mvtcid.org
@MVT CID