



The Del Ray Citizens Association (DRCA) recently invited the Hume Springs Civic Association, the Lynhaven Civic Association, and the Rosemont Citizens Association to join us in an official survey of our membership lists regarding the proposed Arena and Performing Arts Center project in Potomac Yard. Although several non-scientific polls have been conducted regarding the project by elected officials and news sources, all publicly released polls to date have been conducted via an open URL or similar methodology, which makes them vulnerable to gaming by politically interested parties.

Our survey intentionally took a different approach, sending one-time use invitations via email to a list of verified association members only, creating a sample that appropriately represents the views of the members of these associations regarding the project. We believe this is the first survey of residents in the area to have achieved that type of sample, and certainly it is the first to be released publicly.

Key Findings

- Awareness of the project is very high across all demographic groups
- Overall the survey found roughly twice as much opposition to the project as support for it across our members. This opposition was consistent across demographic groups.
- Top five resident concerns:
 1. Increased traffic and congestion
 2. Impact on resident parking
 3. Cost to Alexandria taxpayers
 4. Public subsidies to private organizations
 5. Cost to Virginia taxpayers
- Top five opportunities residents see:
 1. Diversify Alexandria's tax base / add more commercial tax base
 2. Create an entertainment district with performing arts venue & community space
 3. Add new retail/restaurant options nearby
 4. Convert a strip mall into a denser walkable neighborhood
 5. Make better use of the Potomac Yard Metro station





Methodology

The survey was fielded Tuesday, February 13 – Monday, February 26, with a reminder email sent to non-responders and partial responders on Wednesday, February 21. A total of 1,244 association members were invited to participate across the four associations, resulting in 496 respondents fully completing the survey and an additional 44 partially completing the survey. This represents an overall response rate of over 43%. The Zoho Survey tool we used to field the survey indicates that over 80% of the invitations sent were successfully received and opened by the recipients. In order to keep the effort required to a minimum for our members, no survey questions were required.

Each association actively promoted the survey to their members through the means available to them, such as in membership meetings and in newsletters and message boards – but it is important to note that all promotions directed members to their unique emailed survey links, not to any multi-use links. All email addresses provided by the associations to the DRCA for the purposes of fielding this survey were used only for that purpose and have been deleted from our records.

We did receive some responses that attempted to re-engineer our emailed links and distribute them through other channels to try to manipulate the end survey results. These responses were detected and deleted and did not impact this analysis.

Each association defines and tracks membership differently. Respondents were included as follows:

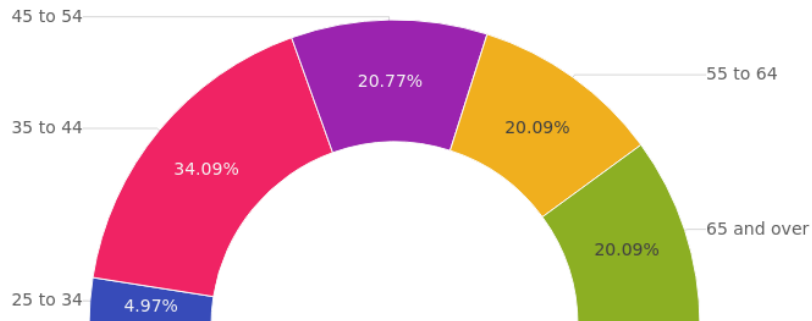
	# Sent	Survey list selection process
Del Ray	672	All active (paid) members, to both primary and secondary email address on file. All residents or property owners in Del Ray are eligible to be DRCA members.
Hume Springs	49	Both dues paying and non-dues paying members that, when asked via email, opted-in to receive an invite
Lynhaven	257	All members of the Lynhaven list serve that had not opted out of emails
Rosemont	266	All subscribers to Rosemont Citizens Association emails (all residents are considered members, so payment status was not considered)



Respondent Demographics

In interpreting results, it is important to understand the demographics of these association members, which of course may differ from the demographics of non-member residents in these neighborhoods.

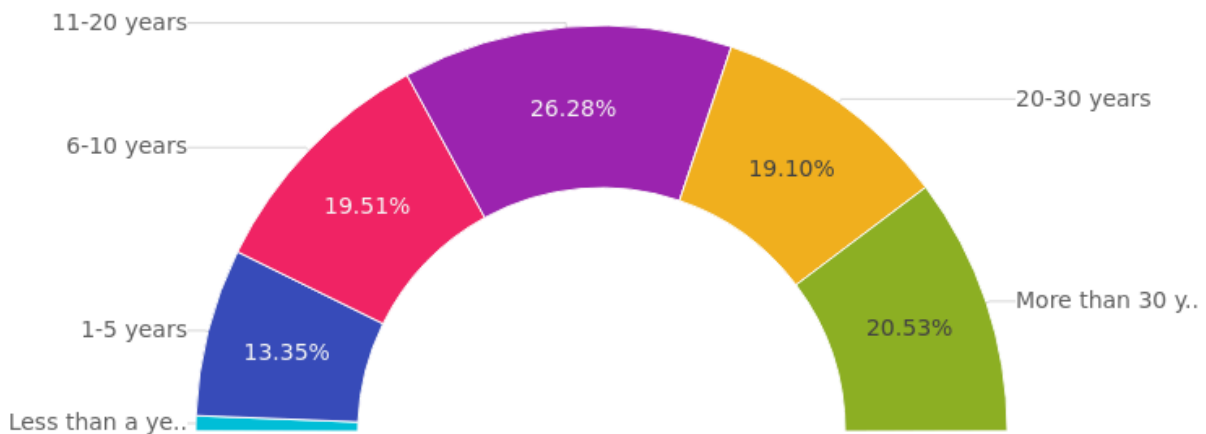
- 94% of survey respondents identified themselves as homeowners.
- 73% identified as white or European, with an additional 20% declining to state their race or ethnicity. Only about 10% of respondents identified as any non-white race/ethnicity.
- 54% of survey respondents identified as Female, 35% as Male, less than 1% as non-binary or a gender not listed, and about 10% preferred not to answer.
- No respondents identified as 18-24, and 7.9% declined to answer the age question. The rest of the age distribution broke out as follows:



Respondent Demographic: Age

- 31% of respondents who completed the survey reported living in households with members under the age of 18 (Households with Children)
- 65% of respondents reported living in the zip code 22301, and 32% live in 22305. A small portion came from 22302 (1%) or from other zip codes (2%).

- A bit over 20% of respondents have been in Alexandria for over 30 years and were therefore also in the city for the discussion over the football stadium at this site in the 1990s. About one-third of respondents have been in Alexandria for 10 years or less. The full distribution of time in Alexandria is as follows:



Respondent Demographic: Time Lived in Alexandria

- The final sample includes 291 Responses from Del Ray (54%), 29 Responses from Hume Springs (5%), 70 Responses from Lynhaven (13%), and 78 responses from Rosemont (14%). 72 responses (13%) were not categorized by neighborhood during data capture due to an error with the survey tool during the first 45 minutes of survey fielding - 85% of these came from Del Ray, but since we don't know exactly which responses comprise that group, we exclude these responses from the analysis by neighborhood.

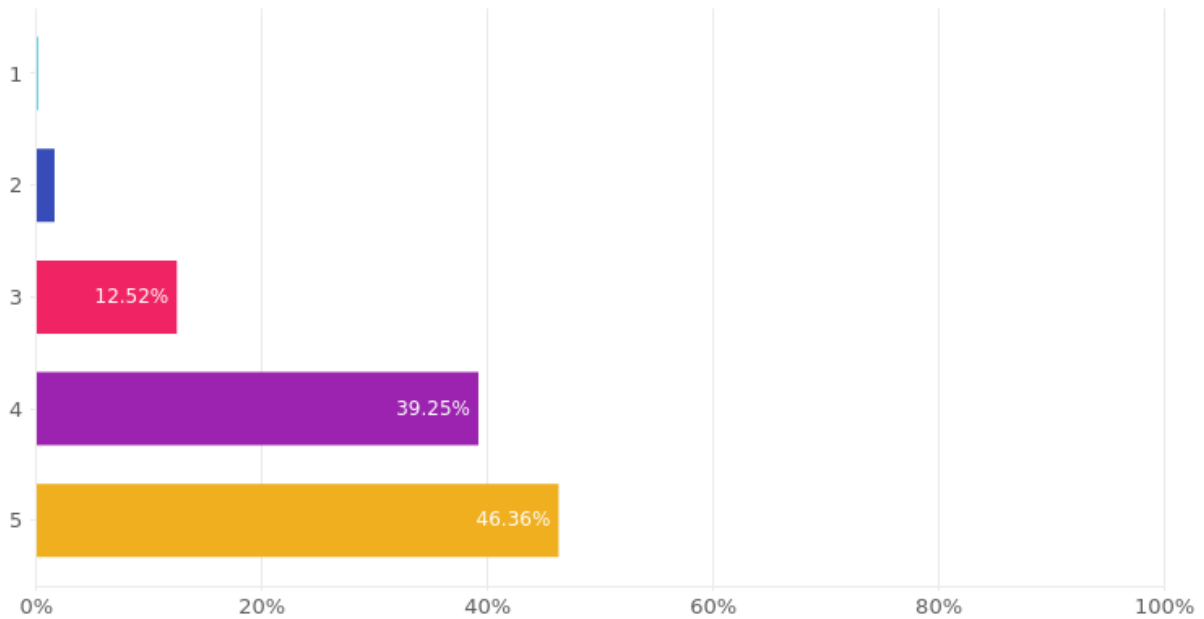
Survey Results

Q1. Familiarity with the proposal

Overall, familiarity with the proposal is very high. Asked to rate their familiarity with the project on a 1-5 scale where "1" = Not at all familiar and "5" = Very Familiar, the average rating was 4.30/5.

How familiar are you with the proposal to build an arena and performing arts venue at Potomac Yard?

Answered: 535 Skipped: 5



Average rating: 4.30

Project familiarity did not fall below a mean of 4.0 for any demographic group analyzed.

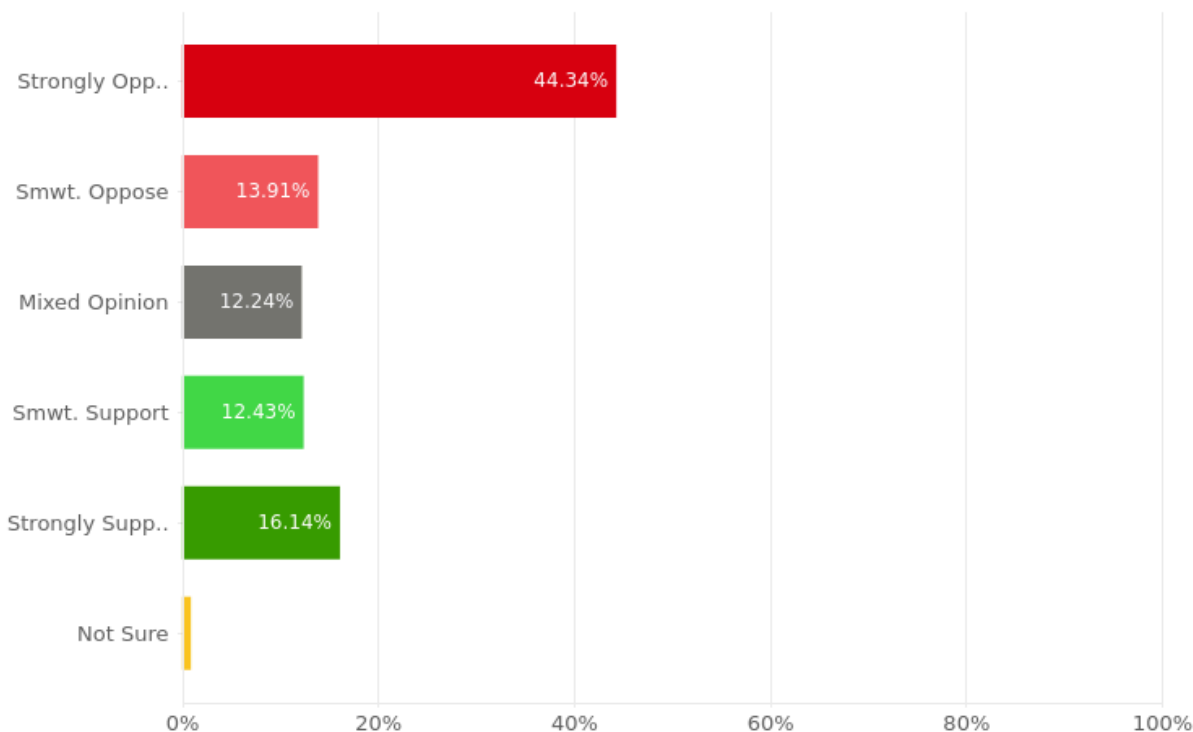
Q2. Support for the Proposal

Across all respondents, opposition to the project outnumbered support by about 2:1. Fifty-eight (58%) percent of all respondents opposed the project, and 29% supported the project, with another 12% expressing a mixed opinion, and only five respondents (under 1%) saying they weren't sure.

Mean support for the project on this five-point scale was 2.42

Based on what you know so far, do you support or oppose the proposed arena and performing arts venue, or are you not sure, wanting more information before deciding?

Answered: 539 Skipped: 2

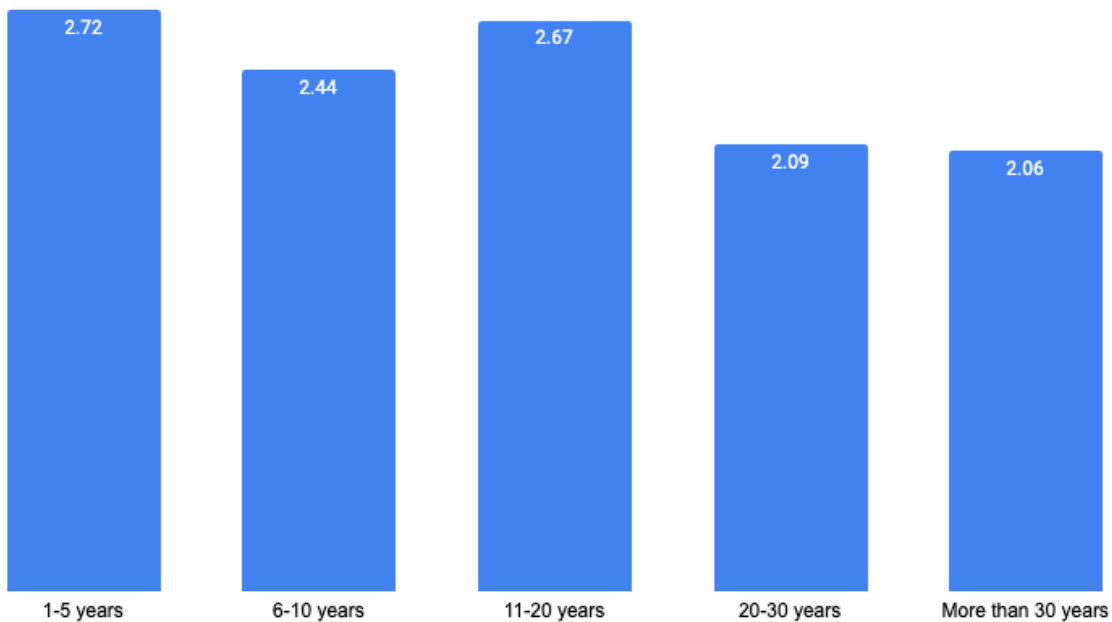


By Neighborhood - Hume Springs (2.93) and Lynhaven (2.63) were more supportive than average, while Del Ray (2.25) and Rosemont (2.12) were less supportive.

By Age - Support peaks among 35-44 year olds at 2.83 and declines in a linear fashion from there to 1.97 among those age 65+

By Time in Alexandria - In general, people who have lived in Alexandria longer than 20 years are more opposed to the project than those who have lived in Alexandria less than 20 years, though all groups fell on the opposing side. Mean support for the project on this five-point scale was 2.42

Mean Support by Time Lived in Alexandria
(<1 year Excluded for low sample size)



By Gender - Men were more supportive than women, with a mean support of 2.72 vs. 2.21.

By Children in Household - Respondents from households with children were more supportive than average at 2.9. Men in households with children were the only demographic group analyzed to rise above the threshold of 3.0 to be considered supportive of the project at a 3.22 (Women in households with children fell below the threshold of support at 2.67)



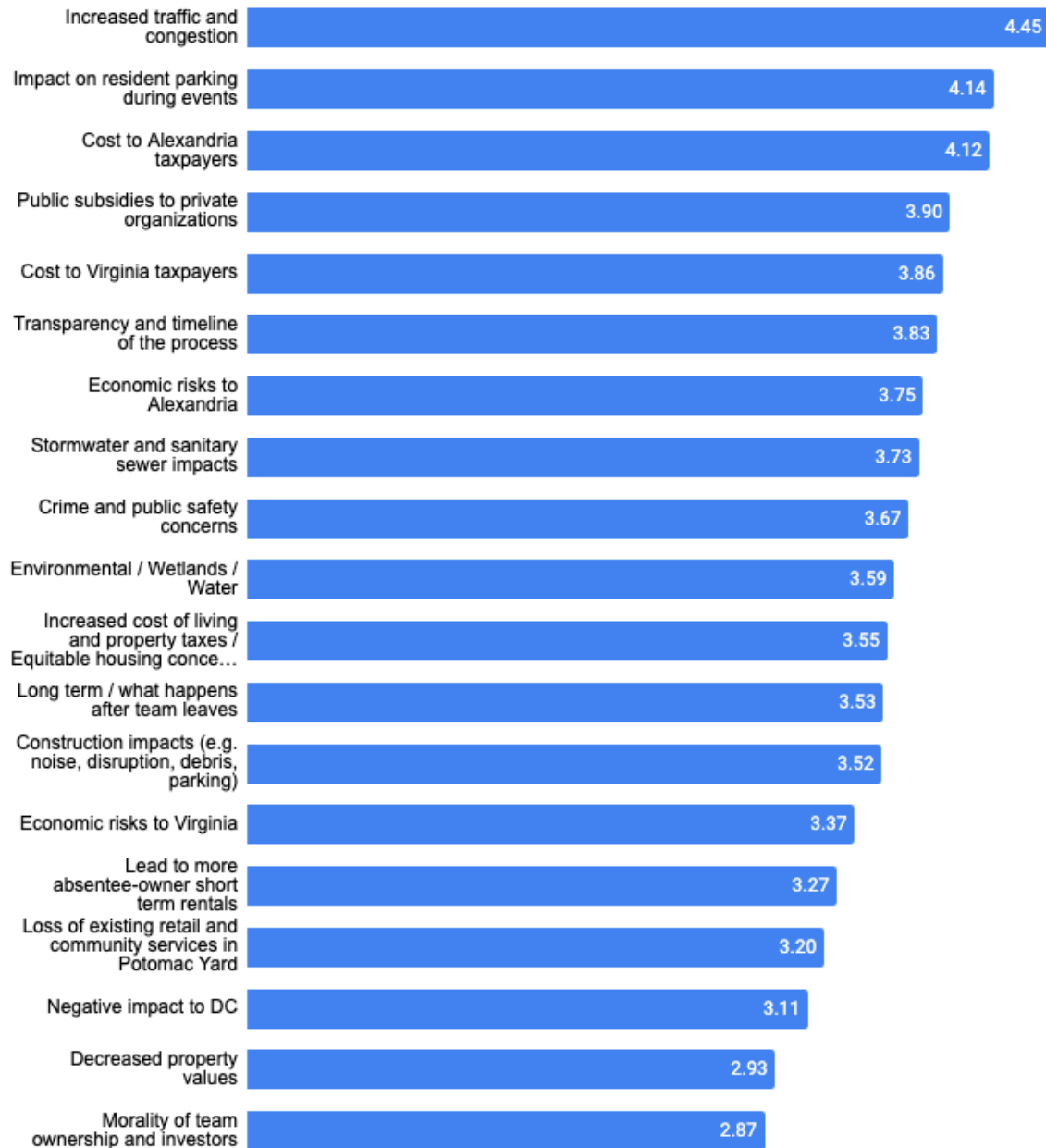
Homeowners vs. Renters – Our analysis found that homeowners were more supportive of the project than renters (2.42 vs. 1.89) but the renter number should be interpreted with caution given that this is a small portion of our sample, representing only about 20 responses.

Non-white respondents – Respondents who did not identify as solely white or European were less supportive than average (2.25), again this should be interpreted with caution given this group represents about 30 responses.



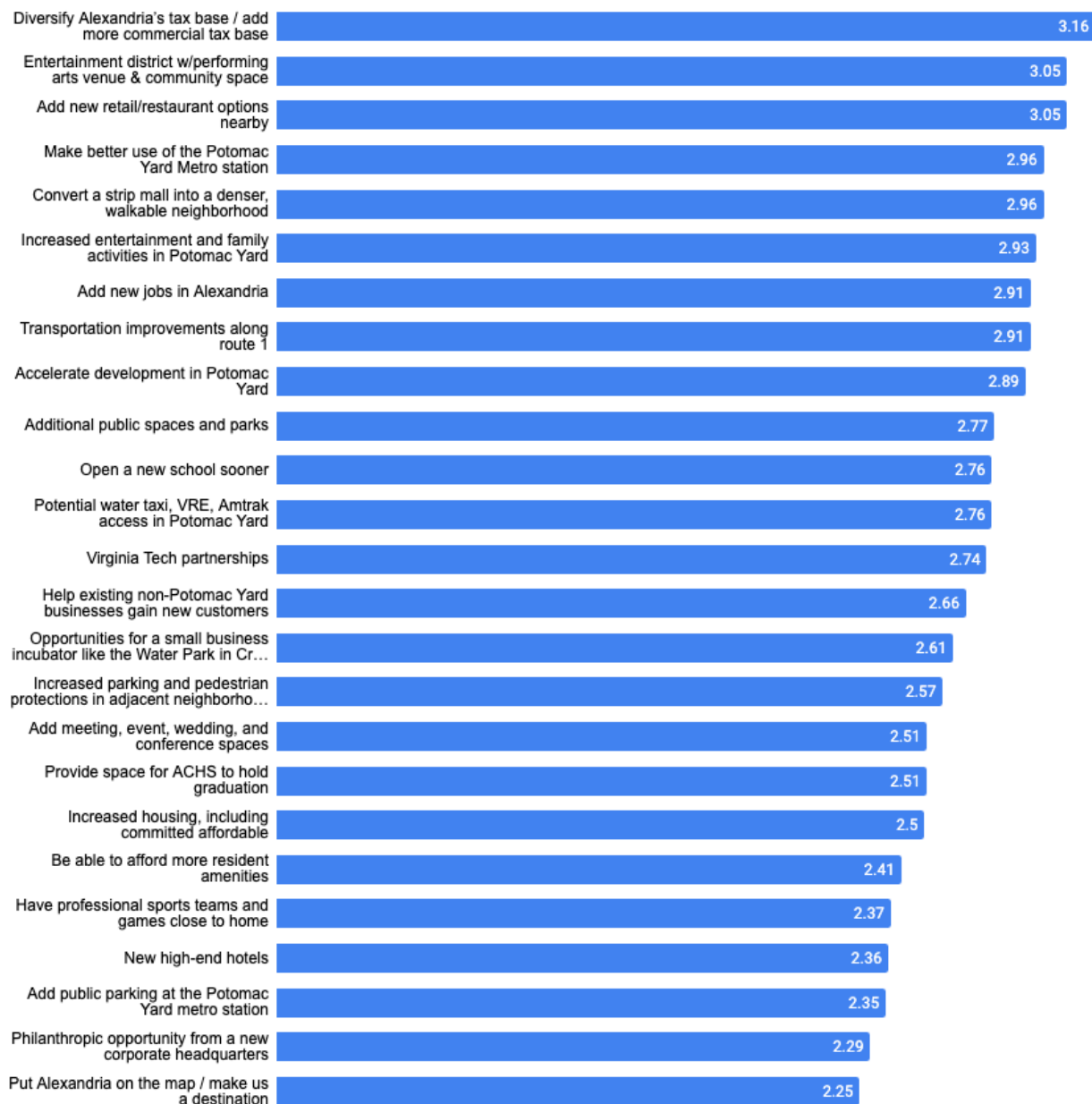
Q4. Concerns about the Proposal.

Respondents were asked to rank their level of concern about each of 19 common concerns on a scale of 1-5, with “1” being “Not a Concern” and “5” being “A Major Concern.” A “Not Sure” option was also offered for each. The concerns appeared in a random order for each respondent.



Q6. Proposal Opportunities

Respondents were asked to rank their level of concern about each of 25 project opportunities on a scale of 1-5, with “1” being “Not an Opportunity” and “5” being “A Major Opportunity.” A “Not Sure” option was also offered for each. The concerns appeared in a random order for each respondent.





Noteworthy Differences in Concerns and Opportunities

A few of the Opportunities in particular had higher than average respondents saying they “weren’t sure,” suggesting that more public discussion may be appropriate regarding these items. These were:

- Open a new school sooner (13% Not sure)
- VA Tech Partnerships (11% Not sure)
- Opportunities for a small business incubator like in Crystal City (10% Not sure)
- Philanthropic Opportunity from a new Corporate HQ (9% Not sure)
- Be able to afford more resident amenities (9% Not sure)

There were also some differences by neighborhood worth noting within this section, likely attributable to the unique geographic locations or other dynamics within each neighborhood:

- Lynhaven was more concerned than other neighborhoods about Absentee owner short term rentals (3.78 vs. 3.27)
- Rosemont was more concerned than others about Negative impact to DC (3.51 vs. 3.11)
- Hume Springs was more concerned about Resident parking during events vs. other neighborhoods (4.58 vs. 4.14)
- Lynhaven saw more opportunity than other neighborhoods in Transportation improvements along route 1 (3.36 vs. 2.91)
- Rosemont saw less opportunity than others in opening a new school (2.36 vs. 2.76) or a potential small business incubator like Crystal City’s Water Park (2.17 vs. 2.61)
- Hume Springs saw many more opportunities for the project in general – in keeping with their stronger support for the project overall versus other neighborhoods.





Open-ended Questions

The survey included four open-ended questions:

Q3: What questions do you have about the arena and performing arts venue proposal?

Q5: (After Concerns) Do you have any other concerns not covered above?

Q7: (After Opportunities) Do you have any other ideas and opportunities not listed above?

Q8: Any other final thoughts to share? (this was the final question in the survey aside from demographics)

The verbatim comments for all open-ended questions are available in the full survey report, which is included as an appendix to this memo, and has been provided to Alexandria City Council Members, Staff, Virginia lawmakers, and representatives from AEDP, JBG, and Monumental Sports.

