

Prince William County
District Stakeholder Session Research
Coles District with Supervisor Yesli Vega

Updates to Methodology/Process

Early on in the district stakeholder sessions, review of the Brand position statements was conversational so statistical data afforded through the polling feature was not available. This information is presented, shared, and intended to be considered for directional purposes.

We ultimately evolved our process to begin polling residents to gather 'votes' for Brand Position Statement Reaction while capturing specific feedback (if provided) in the chat and Q&A features of the Zoom platform.

Whiteboard Participation

Participants are asked to identify strengths and weaknesses within the county, as they pertain to our three key audiences:

- Residents
- Business Owners
- Visitors

Contributions are shared through the chat and scribed on a virtual whiteboard for all to see. This exercise:

- warms up the attendees up for active participation
- begins to unearth areas of opportunity, as well as key areas for improvement



Strengths & Weaknesses

The size of the phrase reflects the frequency that it was mentioned during the session.

STRENGTHS

Nature
Open space
Historical sites
Good school systems
Diverse, educated workforce
Outdoor recreation
Affordable housing
Infrastructure
Business parks
Lower tax rates
Live music venues
Mix of quiet + urban areas
Occoquan and Old Town Manassas
Variety of shopping and services
Proximity to DC
Wineries + Breweries

WEAKNESSES

Need more retail/dining options
Poor access to mass transit
Overdevelopment
Too expensive (housing, taxes, etc.)
Data centers
Lack of high paying jobs
Traffic
Not walkable
No overall vision for county
No work centers (like Reston, Tysons etc.)
Poor zoning
Better health care options
No resorts
Out of data perception of PWC
Not enough access to PW Forest

Emotional Response Exercise

Participants are given a series of fill-in-the-blank statements that asked them to respond through the lenses of our three key audiences:

- Business Owners
- Visitors
- Residents

The statements are designed to unearth concrete assets that evoke emotional responses.



Lens of a Business

I just got back from PWC and I'm thinking of locating my business there because they have _____ and that makes me feel _____.

Sentiment Summary:

- Untapped market with a workforce and resources that can support new businesses
- Diversity
- Strong presence of history through historical sites and attractions
- Presence of universities that attract and provide educated talent

SPOTLIGHT RESPONSES

"I just got back from PWC and I'm thinking of locating my business there because they have an untapped market and that makes me feel like my business is wanted."

"I just got back from PWC and I'm thinking of locating my business there because they have diversity and that makes me feel like I can expand within my product industry."

Lens of a Visitor

I just got back from a getaway to Prince William County, Virginia and had a great time! We _____ and that made me feel _____.

Sentiment Summary:

- Popular mentions included outdoor activities, attractions such as breweries and wineries and historical sites
- Overall theme was people left PWC feeling relaxed, and refreshed particularly after outdoor experiences
- Mentions of the traffic and how it negatively affects visitors' experiences

SPOTLIGHT RESPONSES

"I just got back from a getaway to Prince William County, Virginia and had a great time! We explored all the history in the countryside and that made me feel peaceful and knowledgeable."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We hiked and camped and that made me feel in touch with nature."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We did sit in traffic and that made me feel mad."

Lens of a Resident

I've decided to live in Prince William County because they provide _____ and that makes me feel _____.

Sentiment Summary:

- Good school system to support family growth
- Feeling of security
- More affordable housing

SPOTLIGHT RESPONSES

"I've decided to live in Prince William County because they provide diverse amenities, good schools and that makes me feel secure."

"I've decided to live in Prince William County because they provide affordable houses and that makes me feel I can have a profitable life."

Pillars of Vibrancy

Successful, high-performing destinations share ten pillars that make up these places. While in some areas pillars may be stronger, more evident, or more highly prioritized, a vibrant destination has a combination of them all.

Participants were asked to consider each of the ten pillars of Vibrancy and answer a poll that assessed how Prince William County was currently performing as it relates to each pillar on a scale of:

Level 1 - Needs significant work

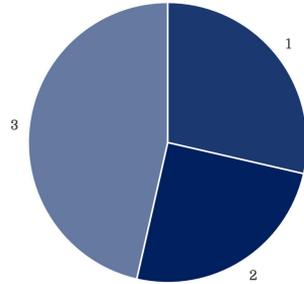
Level 2 - currently performs at an acceptable level but not sustainable for the future

Level 3 - Currently performs at an acceptable level + it's doing so well it will carry us into the future

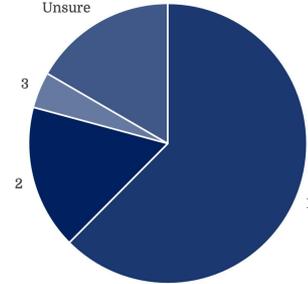
Unsure



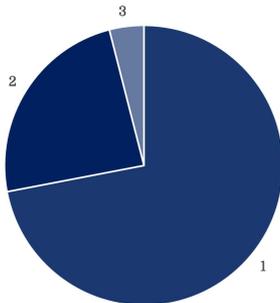
Pillars of Vibrancy



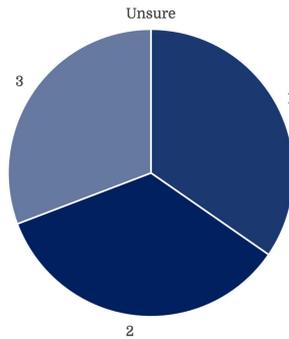
1. Prince William County provides a safe and secure environment



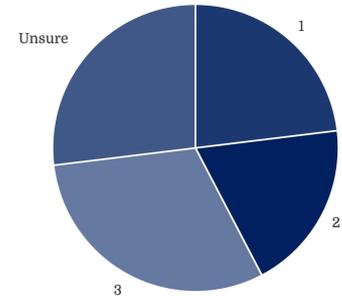
2. Prince William County has a forward-thinking government



3. Prince William County has a vision and long-term focus for the community

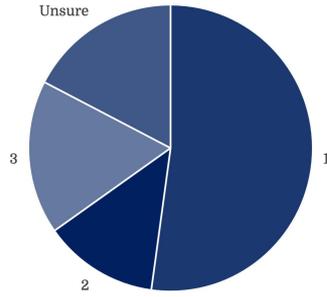


4. Prince William County meets health and wellness facility needs

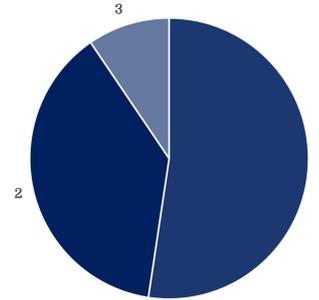


5. Prince William County provides access to a higher education

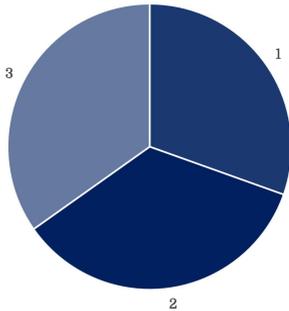
Pillars of Vibrancy



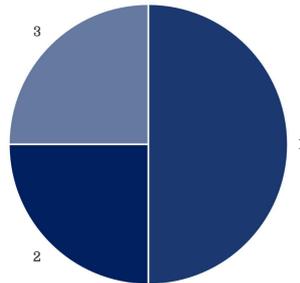
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



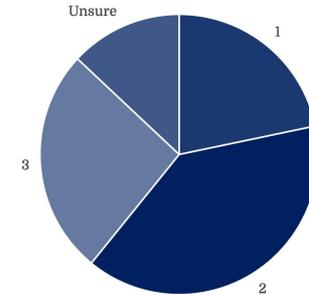
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



8. Prince William County provides retail options that meets community and visitor desires, including apparel, dining options, interiors/furnishings, jewelry, and other key shopping categories



9. Prince William County has a tourism plan aligned with the community and is adequately funded to meet desired tourism experiences and economic impacts



10. Prince William County has funding to create a more vibrant community for their residents, workforce, and visitors alike

Brand Collaboration

Participants are brought into the conversation surrounding the evolution of the Prince William County Brand.

First → After being shown a series of branding visuals present in the county today, along with an explanation of the image, participants are asked two questions regarding the **current Prince William County Brand**.

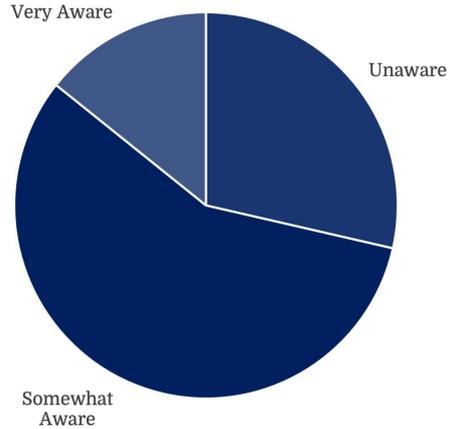
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

Third → As a creative exercise, participants are asked, if Prince William County was a dog, what breed it would be and why? The breeds and associated attributes **provide personality insights** behind the brand. .

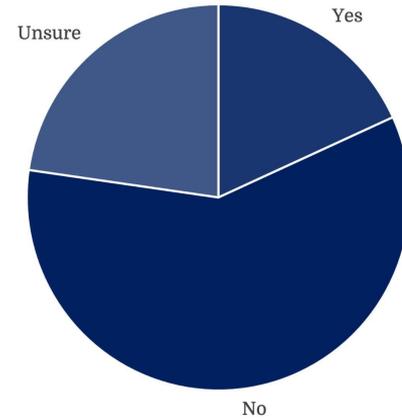


PRINCE WILLIAM
COUNTY

State of Current Branding



How aware are you of the current branding in Prince William County?



Do you feel the current branding accurately represents Prince William County?

Brand Positioning Statements

In order to ensure we are developing language that properly and effectively captures the vision for the Prince William County brand, we revise the statements based on the feedback from our previous sessions. However, the themes of each statement remain the same

Brand Positioning Statements Shared With Coles District

Space Literally and In Mind

Where the Nation's Capital Region finds the freedom to thrive. Prince William County has more space and a pace that allows more time to relax, rewind, rejuvenate, live, and thrive.

Great Spaces

This is the place for makers, doers, and dreamers ! We welcome visitors and new residents to share our spirit of entrepreneurship and whimsy. Prince William County has plenty of space where you can make it happen, live, work, visit, and play.

A Celebration of Life

Where every resident, business, visitor, and employee is valued as a unique contributor to building a prosperous, equitable, and sustainable society.

People Building Community Since Forever

Where each generation curates an evolving environment for the betterment of the next. Throughout its long history, Prince William County prides itself on being for the people by the people, offering unique experiences and striving for diverse perspectives.

Brand Positioning Feedback

Participant feedback:

- Participants were drawn to the Great Spaces statement, but shared a desire to have it focus on the natural elements of Prince William County, not just the broad idea of “space”.
- Concerns about the Space Literally and In Mind statement using the concept of more “time” since Prince William County residents can have long commutes to their office
- Desire to see Prince William County presented as a place to get away from the “hustle and bustle” of Washington, DC

Final Personality Insight

Shared Breeds and Attributes:

- Basset Hound - low and slow
- Wolf - leader of the pack
- Golden Retriever - Abundance of places to run, jump and play
- Mutt - PWC is made up of a many different things, which makes it stronger
- Schnauzer - Controlled but energetic
- German Shepherd mix - Agile, adaptable and protective of its community

