

Prince William County

District Stakeholder Session Research

Neabsco District with Supervisor Victor Angry

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

Proximity to DC

Affordability

Rural + outdoor amenities

Educated workforce

School system

History

Hospitals + healthcare system

Access to 1-95

Military museums and facilities

Hilton Performing Arts Center

Good environment for service-oriented businesses

WEAKNESSES

Traffic

Lack of high paying jobs

Lack of high-end retail + restaurants

Low commercial tax base

Data centers

Need more unique tourist attractions

Too many vacant storefronts + restaurants

Overdevelopment of open space

Poor perception of PWC

No development of waterfront

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:

- Presence of a talented, educated workforce that would allow businesses to feel confident about attracting good employees
- Diverse population that creates a welcoming environment
- Desire for growth and expansion that could provide new opportunities in the future

SPOTLIGHT RESPONSES

"I just got back from PWC and I'm thinking of locating my business there because they have diversity that's less expensive and that makes me feel welcome."

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

"I just got back from PWC and I'm thinking of locating my business there because they have elbow room and beautiful spaces and that makes me feel at peace and thriving."

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:

- Outdoor attractions and activities such as hiking, parks, breweries and farms
- Battlefields, museums and historic sites that allow people to learn about history and feel connected to their country

SPOTLIGHT RESPONSES

"I just got back from a getaway to Prince William County, Virginia and had a great time! We visited all the parks and farmers markets and that made me feel healthy and rested."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We enjoyed history and visited the Marine Corps museum and that made me feel proud to be American."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We hiked some great trails and that made me feel worn out."

Lens of a Resident

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

Sentiment Summary:

- Great healthcare system that allows residents to feel safe and secure
- Neighborhoods that are still close to DC but provide more of a sense of a community than urban alternatives

SPOTLIGHT RESPONSES

"I've decided to live in Prince William County because they provide great healthcare and that makes me feel safe."

"I've decided to live in Prince William County because they provide access to jobs in DC and that makes me feel great to have a good paying job."

"I've decided to live in Prince William County because they provide location that is close to work in DC but still feels like living in a community with neighbors."

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

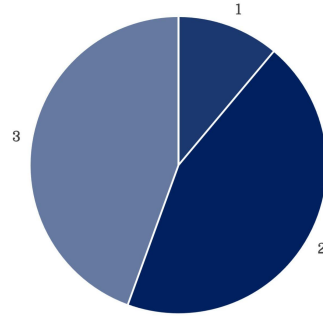
Level 2 - currently performs at an acceptable level but not sustainable for the future

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

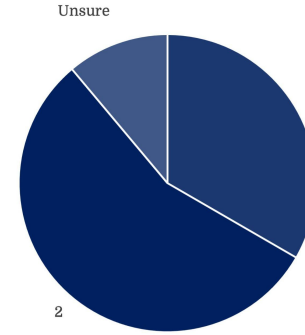
Unsure



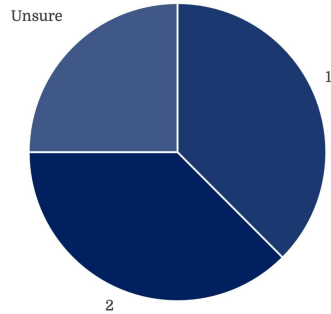
Pillars of Vibrancy



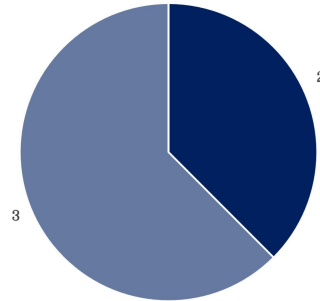
1. Prince William County provides a safe and secure environment



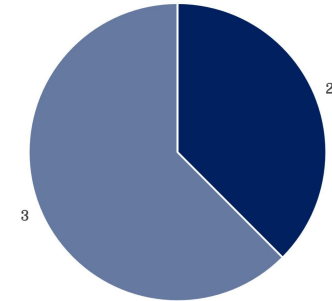
2. Prince William County has a forward-thinking government



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

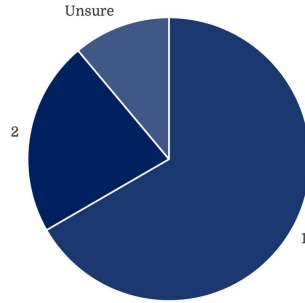


4. Prince William County meets health and wellness facility needs

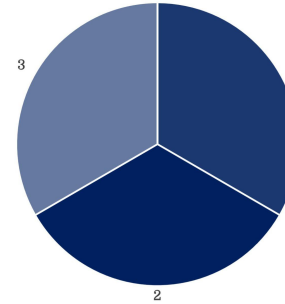


5. Prince William County provides access to a higher education

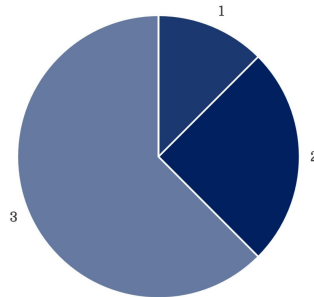
Pillars of Vibrancy



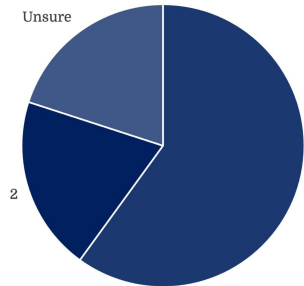
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



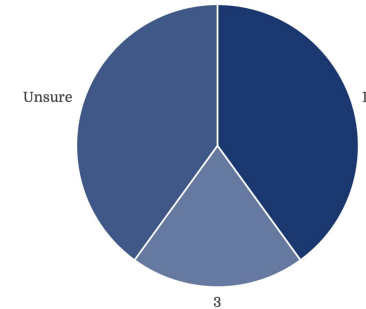
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



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**.

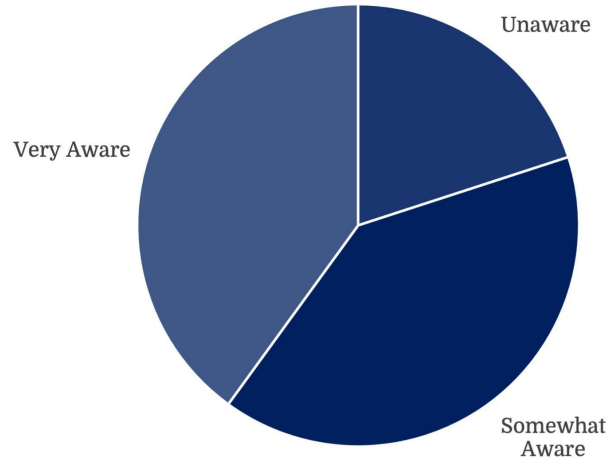
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

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. .

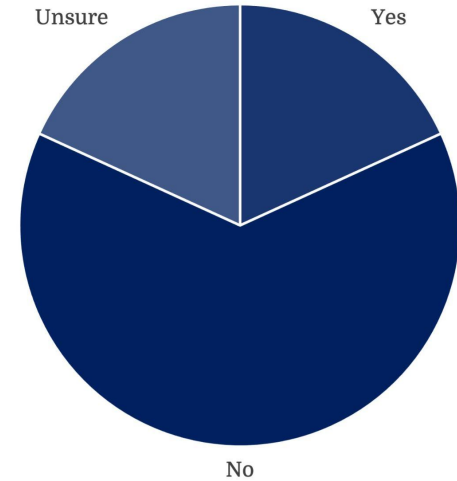


PRINCE WILLIAM
COUNTY

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 Neabsco 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

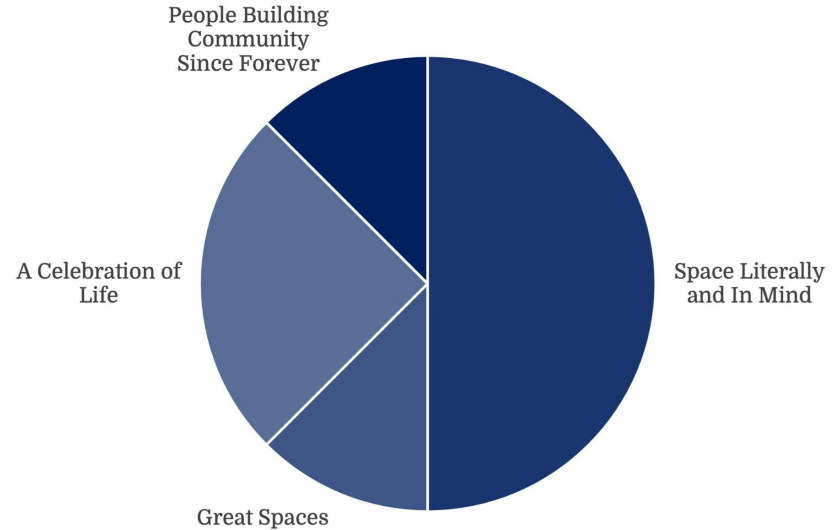
Where each generation curates an evolving environment for the betterment of the next. Throughout its long history, Prince William County prides itself on being for the people by the people, offering unique experiences and striving for diverse perspectives.

Brand Positioning Feedback

Half of the respondents selected Space Literally and In Mind, indicating that this statement resonated the best with the Neabsco session.

When given the opportunity to provide additional feedback on sample positioning, no productive feedback was shared.

Which of the four brand positioning statements do you feel best represents Prince William County?



Final Personality Insight

Shared Breeds and Attributes:

- Mutt - represents the diversity of PWC and the feeling that everyone is welcome
- Lab - loyal and family-oriented

