

Prince William County

District Stakeholder Session Research

Occoquan District with Supervisor Kenny Boddye

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

Affordability

Diverse population

Educated workforce

Access to nature + open space

Good school system

Opportunities for growth

Small town feel

Proximity to DC

Balance of urban + rural lifestyle

Historical attractions

Safe neighborhoods

Variety of wineries + breweries

Music venues

Agribusinesses

WEAKNESSES

Traffic

Lack of public transportation

Too much open space

No clear business/growth strategy

More support for local businesses

Tax increase

Overcrowded schools

Data centers

Antiquated permitting

Chain restaurants + retail

Division between east and west ends

Overcrowded schools

Lack of public art

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 large, educated workforce that would allow businesses to feel confident about attracting talent
- Abundance of space that is available at a better price point than other markets

SPOTLIGHT RESPONSES

"I just got back from PWC and I'm thinking of locating my business there because they have the space to start a business that's less expensive and that makes me feel excited."

"I just got back from PWC and I'm thinking of locating my business there because they have highly educated workforce and that makes me feel secure regarding staffing."

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 and historic sites that allow people to learn about history and feel connected to their country
- Historic downtowns, such as Old Town Manassas, that provide entertainment

SPOTLIGHT RESPONSES

"I just got back from a getaway to Prince William County, Virginia and had a great time! We toured the battlefield and that made me feel good about my country."

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

"I just got back from a getaway to Prince William County, Virginia and had a great time! We visited old town Manassas and that made me feel entertained."

Lens of a Resident

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

Sentiment Summary:

- Family-friendly neighborhoods that provide security and safety
- Good school system
- Housing options that provide return on investment
- Urban environment with variety of retail, dining and entertainment choices

SPOTLIGHT RESPONSES

"I've decided to live in Prince William County because they provide access to shopping, restaurants and good schools and that makes me feel content and fulfilled."

"I've decided to live in Prince William County because they provide family-friendly neighborhoods and that makes me feel secure."

"I've decided to live in Prince William County because they provide good housing options and that makes me feel like we're making a good investment."

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

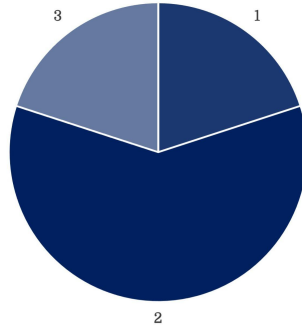
Level 2 - currently performs at an acceptable level but not sustainable for the future

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

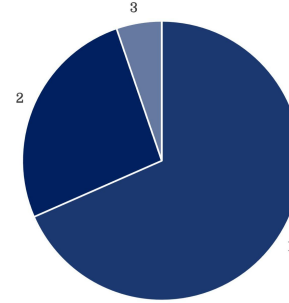
Unsure



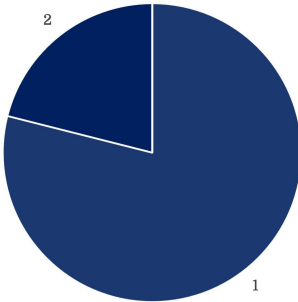
Pillars of Vibrancy



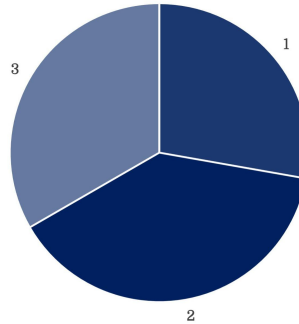
1. Prince William County provides a safe and secure environment



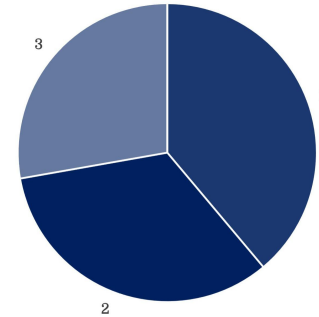
2. Prince William County has a forward-thinking government



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

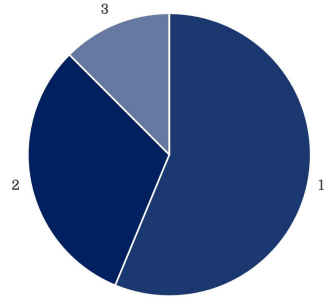


4. Prince William County meets health and wellness facility needs

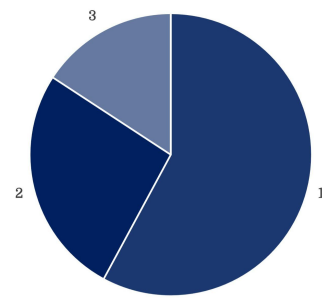


5. Prince William County provides access to a higher education

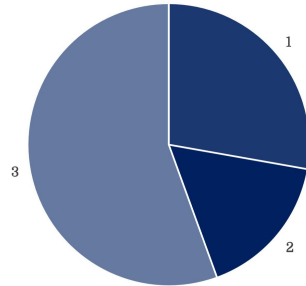
Pillars of Vibrancy



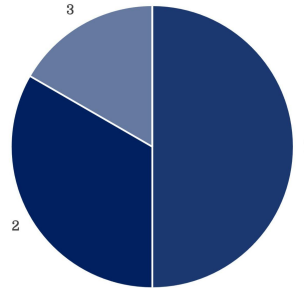
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



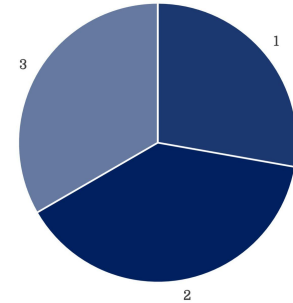
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



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**.

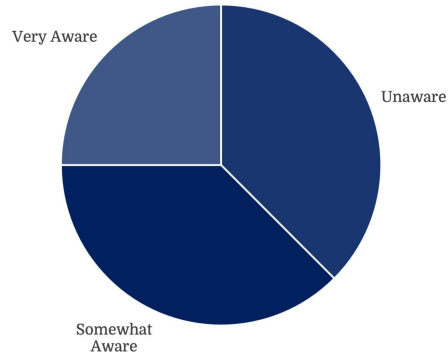
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

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. .

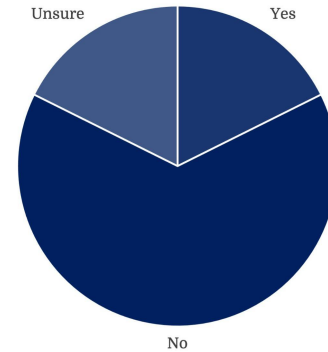


PRINCE WILLIAM
COUNTY

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 Occoquan District

Space In Land and 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 inclusivity is second nature. As the first Minority Majority County in Virginia, Prince William County delivers on diversity, equality, and inclusivity to provide a rich and purposeful experience for all.

Resilient 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:

- “inclusion” and “welcoming” resonate most
- The surprise aspect of the last statement (Resilient Since Forever) - there's a lot hidden we can invite people to come and explore
- PWC can be a bridge between history x vibrant, metropolitan way of life; we're honoring the past but not clinging to it; be the bridge between the past, present, and futures