

Prince William County

District Stakeholder Session Research

Woodbridge District with Supervisor Margaret Franklin

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
Proximity to jobs
Highly trained workforce
Access to nature
Good school system
Historical sites
Outdoor recreation
Less expensive rent for businesses
Proximity to DC
Potomac Mills
Wildlife/Occoquan Bay Wildlife Refuge
Boardwalk
Historic Occoquan
Waterfront

WEAKNESSES

Lack of transportation
Traffic
Reputation as rest stop/bedroom
community
Crime
Data centers
Low commercial tax base
Unoccupied commercial buildings
Lack of awareness about assets
Established businesses districts are isolated
Too many auto dealerships
Small high schools
Far from VA visitor center

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:

- Large consumer population that would purchase goods and services
- Access to a trained, talented workforce that would provide employees
- Proximity to DC
- Desire for county growth, development and new businesses that could create 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 a large consumer population who wants to buy goods and services and that makes me feel hopeful."

"I just got back from PWC and I'm thinking of locating my business there because they have change underway that could be profitable and that makes me feel like there's potential opportunity with lower cost."

"I just got back from PWC and I'm thinking of locating my business there because they have a desire to welcome new businesses and that makes me feel like the opportunities are potentially greater."

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:

- Abundance of outdoor attractions and activities such as hiking, waterfront, parks, breweries and farms
- Battlefields and historic sites that allow people to learn about history and feel connected to their country
- More affordable than other destinations

SPOTLIGHT RESPONSES

"I just got back from a getaway to Prince William County, Virginia and had a great time! We visited historical locations and that made me feel like I learned about early American history."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We toured wineries and breweries and that made me feel like I wanted to explore the area even further to see what else the county has to offer."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We went camping and that reminded me of the importance of preserving nature."

Lens of a Resident

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

Sentiment Summary:

- More affordable housing than other suburbs in the DC area
- Peaceful well-rounded living experience with access to an array of amenities such as good school systems and natural attractions

SPOTLIGHT RESPONSES

"I've decided to live in Prince William County because they provide more affordable housing and that makes me feel like it was a bargain compared to other DC suburbs.

"I've decided to live in Prince William County because they provide a home close to nature, the river, and great schools and that makes me feel great every day."

"I've decided to live in Prince William County because they provide a more peaceful environment and that makes me feel safer, even though we have limited police."

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

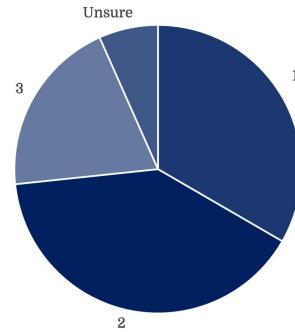
Level 2 - currently performs at an acceptable level but not sustainable for the future

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

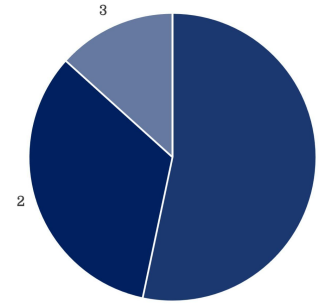
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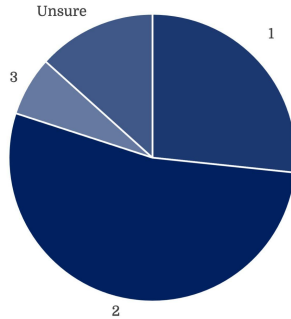
Pillars of Vibrancy



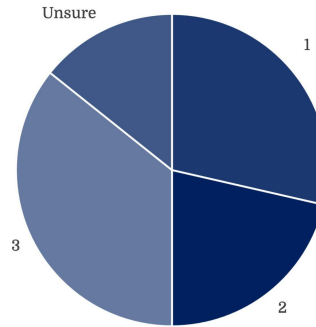
1. Prince William County provides a safe and secure environment



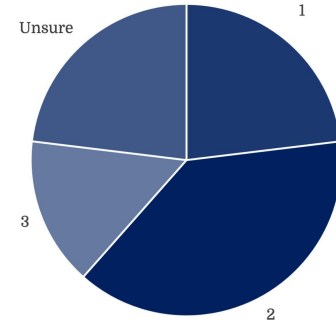
2. Prince William County has a forward-thinking government



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

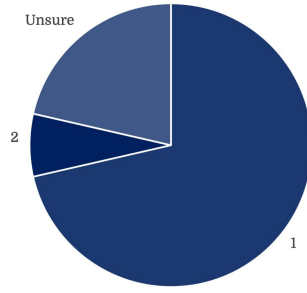


4. Prince William County meets health and wellness facility needs

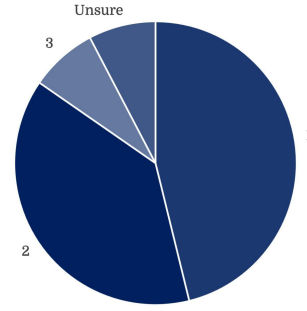


5. Prince William County provides access to a higher education

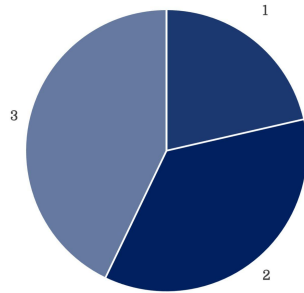
Pillars of Vibrancy



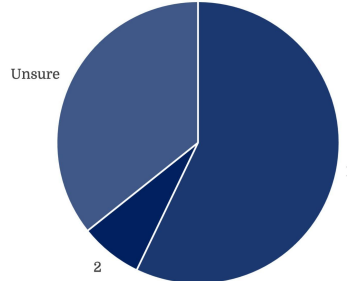
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



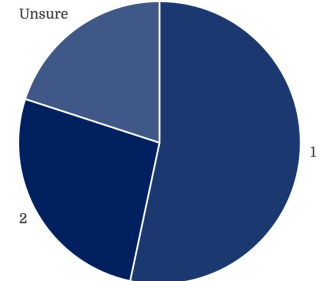
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



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**.

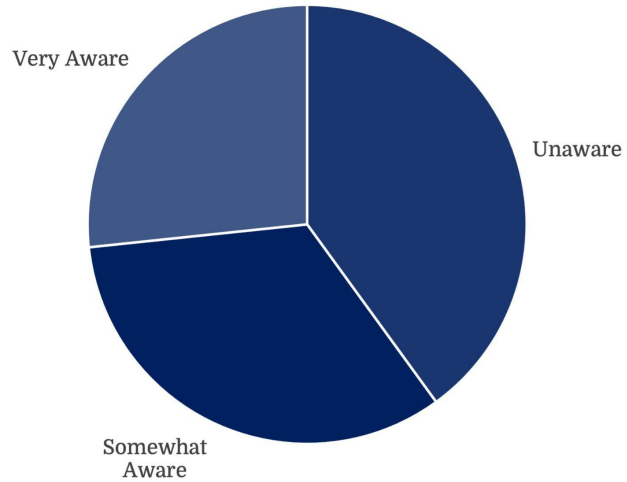
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

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. .

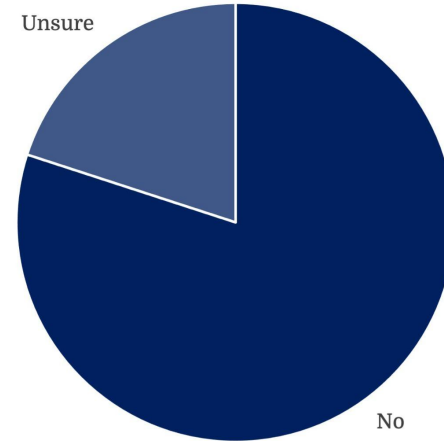


PRINCE WILLIAM
COUNTY

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 Woodbridge District

Space Literally and In Mind

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

Great Places

This is the place for makers, doers, and dreamers ! We welcome visitors and new residents to share our spirit of entrepreneurship. Prince William County has plenty of places 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

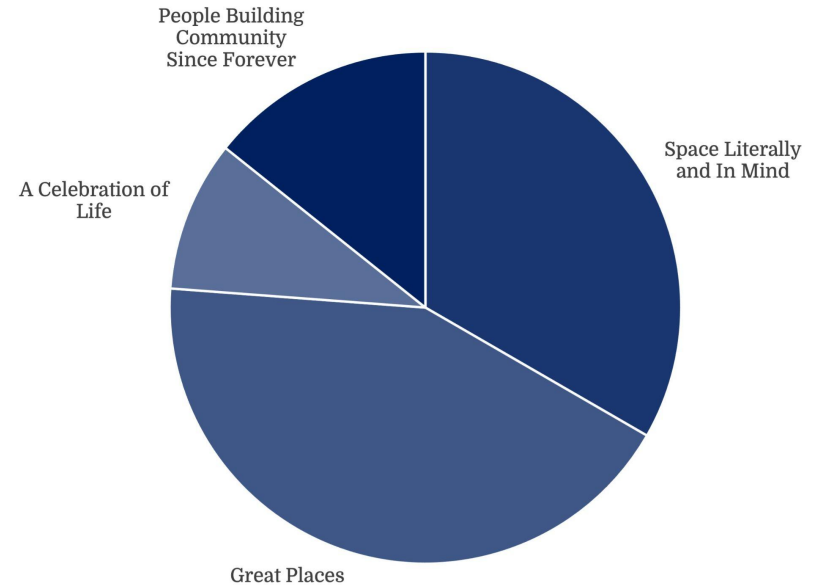
Where each generation curates an evolving environment for the betterment of the next. Throughout its long history, Prince William County prides itself on being for the people by the people, offering unique experiences and striving for diverse perspectives.

Brand Positioning Feedback

A slight majority selected the Space Literally and In Mind statement, however a significant portion chose Great Spaces.

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:

- Chesapeake Bay retriever - outdoors and versatility
- Greyhound - always moving
- Lab - gentle and playful
- Golden retriever - friendly, loyal, accepting of all
- Australian shepherd - loves the outdoors, people and positive approach on life with open minded thinking

