

A photograph of the Rosslyn skyline in Arlington, Virginia, at dusk. The city's modern glass skyscrapers are illuminated with warm lights, reflecting on the surface of the Potomac River. A large stone arch bridge spans the river in the foreground. The sky is a deep purple and blue.

ROSSLYN

**PERCEPTION
SURVEY REPORT**

October 2026

Understanding How People Perceive Rosslyn

Rosslyn continues to make meaningful progress, with rising satisfaction, stronger advocacy, and growing recognition of the factors that make the neighborhood a great place to live, work, and visit.

In 2026, the Rosslyn Business Improvement District conducted its community-wide perception survey for a second year to better understand how people experience Rosslyn today and what would make it an even better place to live, work, and visit.

The survey was conducted online through SurveyMonkey and promoted through digital campaigns, targeted emails, in-person pop-ups, and flyers throughout the neighborhood. A total of 912 people participated, providing perspectives from residents, employees, visitors, and property owners.



912

Participants

± 3.4%

Margin of Error



KEY STAKEHOLDER GROUPS

Visitors

Employees

Property Owners

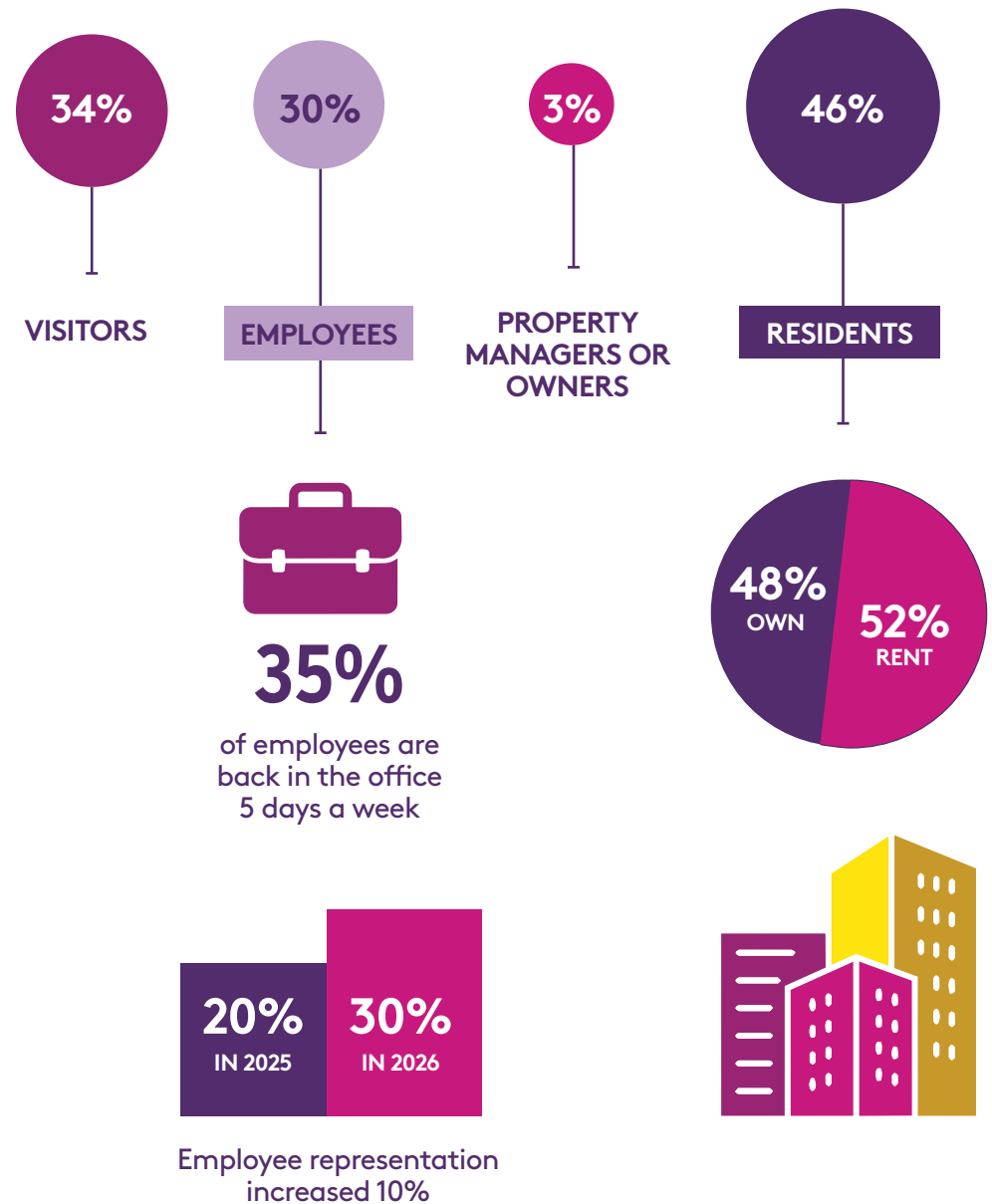
Residents

Who We Heard From

The survey reflects perspectives from the diverse mix of people who live, work, own property, and spend time in Rosslyn.

- 28% are ages 25-34, reflecting Rosslyn's strong appeal to young professionals; another 25% are ages 35-44, while 23% are ages 55 and older.
- 25% report household incomes above \$200K, supporting demand for quality retail, dining, and services.
- Respondents skew female (64%) and include a mix of racial and ethnic identities: 64% White, 14% Asian/Asian American, 9% Hispanic/Latino, and 8% Black/African American.
- Rosslyn's workforce spans technology, consulting, government, education, media, consumer goods, and diverse professional services industries.
- 35% of employees work in the office five days per week, while hybrid work remains common.

Respondents could identify with more than one stakeholder group, so the percentages exceed 100%.



Community Connection and Engagement

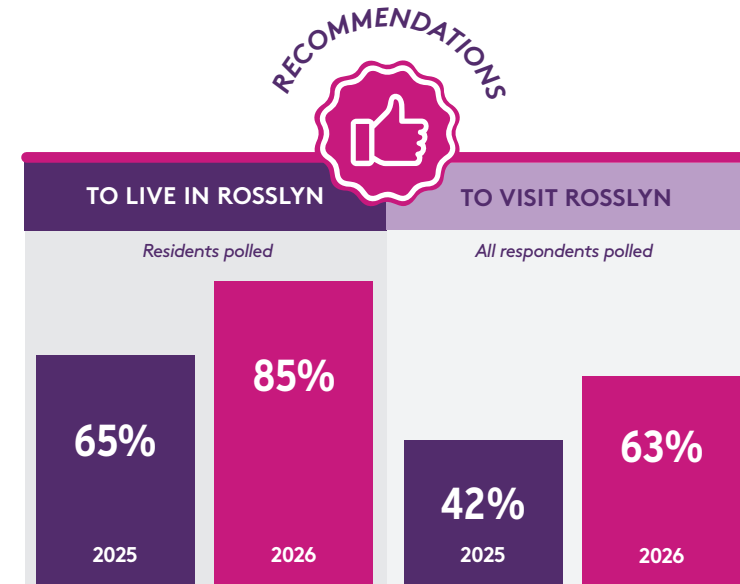
Awareness and engagement matter. People who know more about BID programs and services report a stronger sense of belonging and connection to Rosslyn.

Awareness Strengthens Belonging

- 75% are familiar with the Rosslyn BID and its work, particularly around its events and communications.
- 63% of respondents who are highly aware of Rosslyn BID activities report a strong sense of belonging.
- 85% of residents who responded would recommend living in Rosslyn.
- Overall, roughly two in five respondents (39%) feel a strong sense of belonging, and more than three-quarters feel at least a moderate connection to the community.

Comparison Note

Do not directly compare the 2025 and 2026 belonging percentages. The response scale changed from three levels in 2025 to five levels in 2026, so the results are not directly comparable.



are familiar with the BID & its work.

Of those

63%



4.3/5

Employees are happy to work in Rosslyn (4.31 out of 5 stars)

More than half giving it 5 out of 5 stars

Report a sense of belonging

Neighborhood Performance and Satisfaction

Satisfaction rose across all neighborhood areas measured, reflecting continued investment in Rosslyn's quality of life.

Rosslyn's Top Benefits

- Metro and transit access
- Proximity to Washington, D.C.
- Clean and safe environment
- Parks, trails, & outdoor spaces
- Walkability and bike-friendliness



TOP STRENGTHS



88%

Satisfaction with
cleanliness of public
spaces



77%

Satisfaction with
landscaping and
appearance



73%

Satisfaction with
signage and
communications



8/10

Satisfaction with
walkability

Clean, Safe & Welcoming



Cleanliness, landscaping, and safety continue to rank among the community's highest priorities. Strong safety perceptions and overwhelmingly positive Ambassador experiences demonstrate the value of the BID's core place-management services.

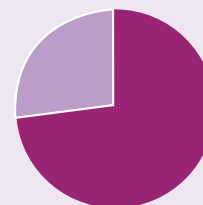
Importance of Core BID Services

- 95% of respondents rate cleanliness and landscaping as important or very important.
- 89% of respondents rate public safety as important or very important.
- 92% of respondents rate transportation and mobility as highest importance

2026 Safety Highlights

- 95% feel safe during the day
- 75% feel safe in the evening
- 84% feel safe on weekends

Ambassador Experience



74%
of respondents have
seen or interacted with
a Rosslyn Ambassador

Of those



92%

Rated their
experience good or
excellent

Community Priorities and Placemaking

Public gathering spaces remain the community’s top placemaking priority, reinforcing the importance of creating welcoming places where people can gather and connect.

TOP 2026 PRIORITIES



More parks, gathering areas, and public spaces



Seasonal décor and murals



Enhanced lighting



20% of respondents ranked enhanced lighting their first priority.

Top ranked lighting improvements:

- Public-space lighting (66%)
- Street lighting (53%)
- Decorative and ambiance lighting (46%)



We Heard —————> We Acted —————> What We’re Learning

In 2025, respondents identified “more parks and gathering spaces” as their top placemaking priority.

The BID launched the NOW Pop-Up Park to create a new place for gathering, programming, and neighborhood connection.

77% of NOW pop-up park visitors rated the experience good or excellent. Respondents described the park as a positive use of space and a place for neighbors and families to gather.



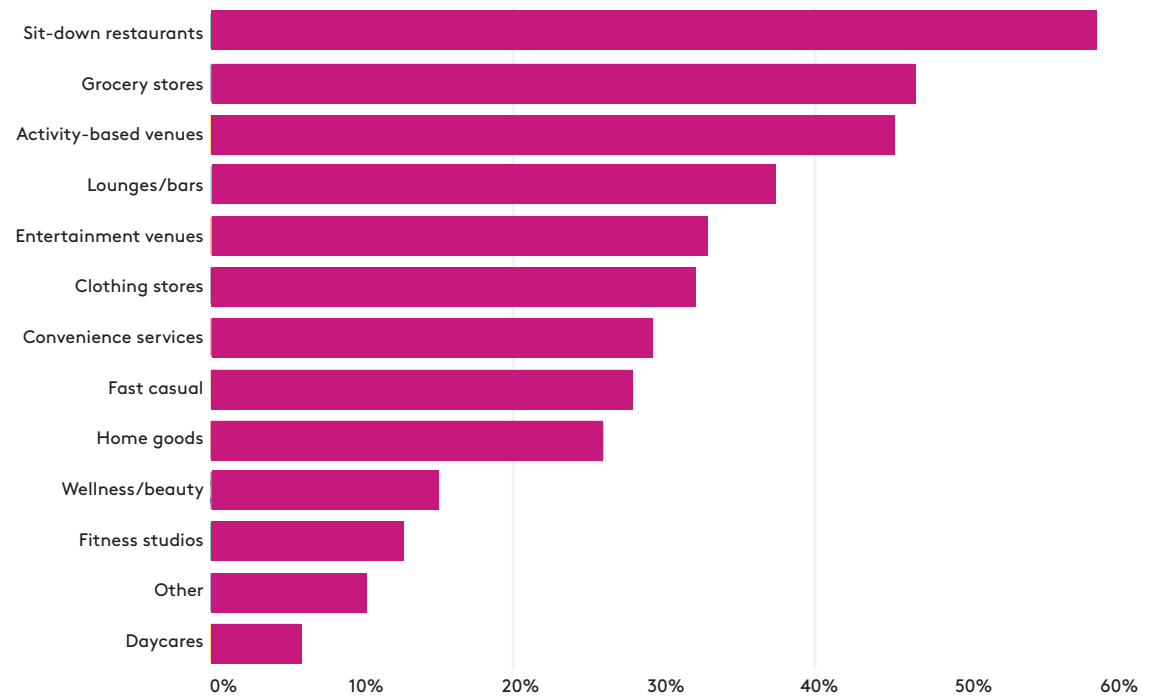
Retail Demand

Additional retail and restaurant offerings remain the community's clearest opportunity area, with continued interest in sit-down dining, grocery options, and activity-based destinations.

- Sit-down restaurants (56%)
- Grocery and specialty food stores (44%)
- Activity-based venues (43%)

What types of businesses/amenities would you like to see more of in Rosslyn?

Lounges/bars and music/entertainment venues were in the top five



Survey results are provided as a resource to inform discussions about future retail, dining, and neighborhood-serving amenities in Rosslyn. The Rosslyn BID does not control, direct, or make decisions regarding leasing, tenant mix, retailer recruitment, or property development. The BID's role is to share community feedback, provide market insights, and advocate for improvements that support a vibrant neighborhood experience.

Events and Activation

Events are one of the BID's strongest tools for building connection, belonging, and neighborhood pride.

Attendance Highlights (have been to at least one of these events)

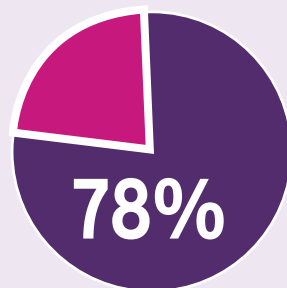
- 66% Farmers Market
- 48% Rosslyn Cheer
- 39% Spring Market and Rosslyn Reads
- 35% Rosslyn Jazz Fest

Events Strengthen Belonging

Respondents that attended at least one community event were 74% more likely to report a strong sense of belonging than non-attendees.



Community
Voices



of respondents are aware of
Rosslyn BID events

(the highest awareness of any BID service or program)



"The events you hold
make us feel a sense of
belonging."

"Community events/pop-
ups make me feel a sense
of belonging and help
me feel pride about my
neighborhood!"

Trends and Progress Over Time

The 2026 survey points to continued progress while identifying clear opportunities for Rosslyn's next chapter.

Key Findings

- Satisfaction moved positively across every neighborhood area measured.
- Safety perceptions strengthened across daytime, evening, and weekend measures.
- More residents would recommend living in Rosslyn, and more respondents would recommend visiting.
- People who are highly aware of BID activities report a stronger sense of belonging.
- Events continue to strengthen community connection.
- Retail remains the clearest and most consistent opportunity area.

Community Connection Themes

- Events & activities
- Friendly environment
- Communications



How People Describe Rosslyn Today

Rosslyn is recognized as a convenient, connected, safe, and well-maintained urban neighborhood.

Top Associations

- CONVENIENT & CONNECTED – 81%
- WORKPLACE & BUSINESS HUB – 49%
- CLEAN, SAFE & WELL-CARED FOR – 48%

Community Voices

"I can see the changes the BID has made based on previous surveys."

"I love Rosslyn. I particularly like the new things each year. The NOW park just makes me smile."

"There are a lot of community activities and I feel like the BID genuinely cares about improving the area based on community feedback."



ROSSLYN

Thank you to everyone who participated in the 2026 Rosslyn Perception Survey. Your feedback is invaluable—it confirms what's working and highlights new opportunities to build on Rosslyn's strengths. We are already developing ideas inspired by your input and can't wait to put them into action. These insights will directly inform the BID's strategic planning and future programs as we continue working to make Rosslyn a great place to live, work, and visit.

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