

# City of Washougal 2024 Resident Survey Findings Report



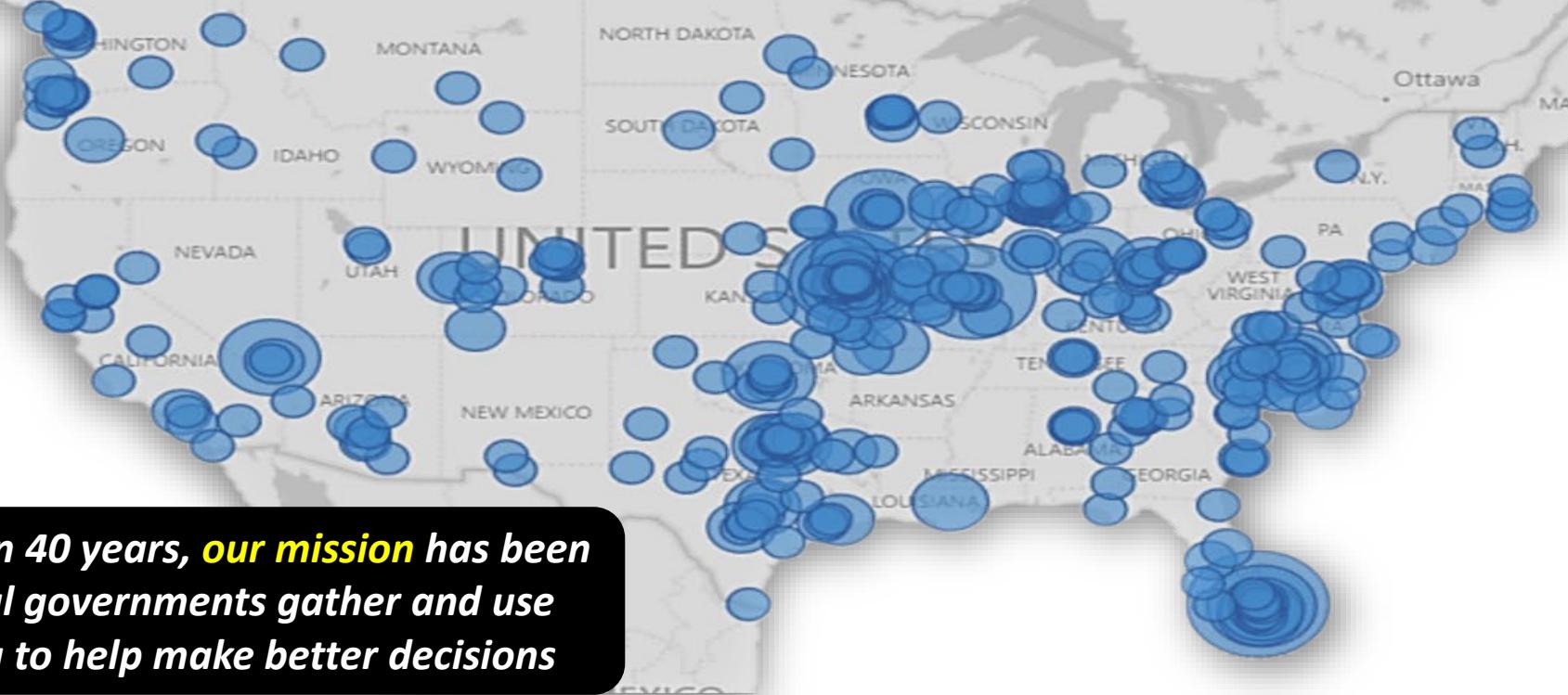
PRESENTED BY ETC INSTITUTE  
JUNE 1, 2024



Since 2012,  
ETC Institute Has  
Surveyed More  
Than 3,500,000  
Persons in  
More Than  
1,200 communities  
around the world

ETC Institute is the Nation's  
Leading Provider of Market  
Research for Local Governments

*For more than 40 years, our mission has been  
to help local governments gather and use  
survey data to help make better decisions*



# Agenda

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Purpose, Methodology, and Demographics

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Local Issues

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Overall Satisfaction and Trends from Previous Years

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Comparative Strengths & Weaknesses

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Opportunities for Improvement

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Questions

# Purpose

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To gather input from residents on issues that are important to the community



To identify opportunities to improve the quality of City services



To track the City's performance against itself and other communities over time

# Methodology

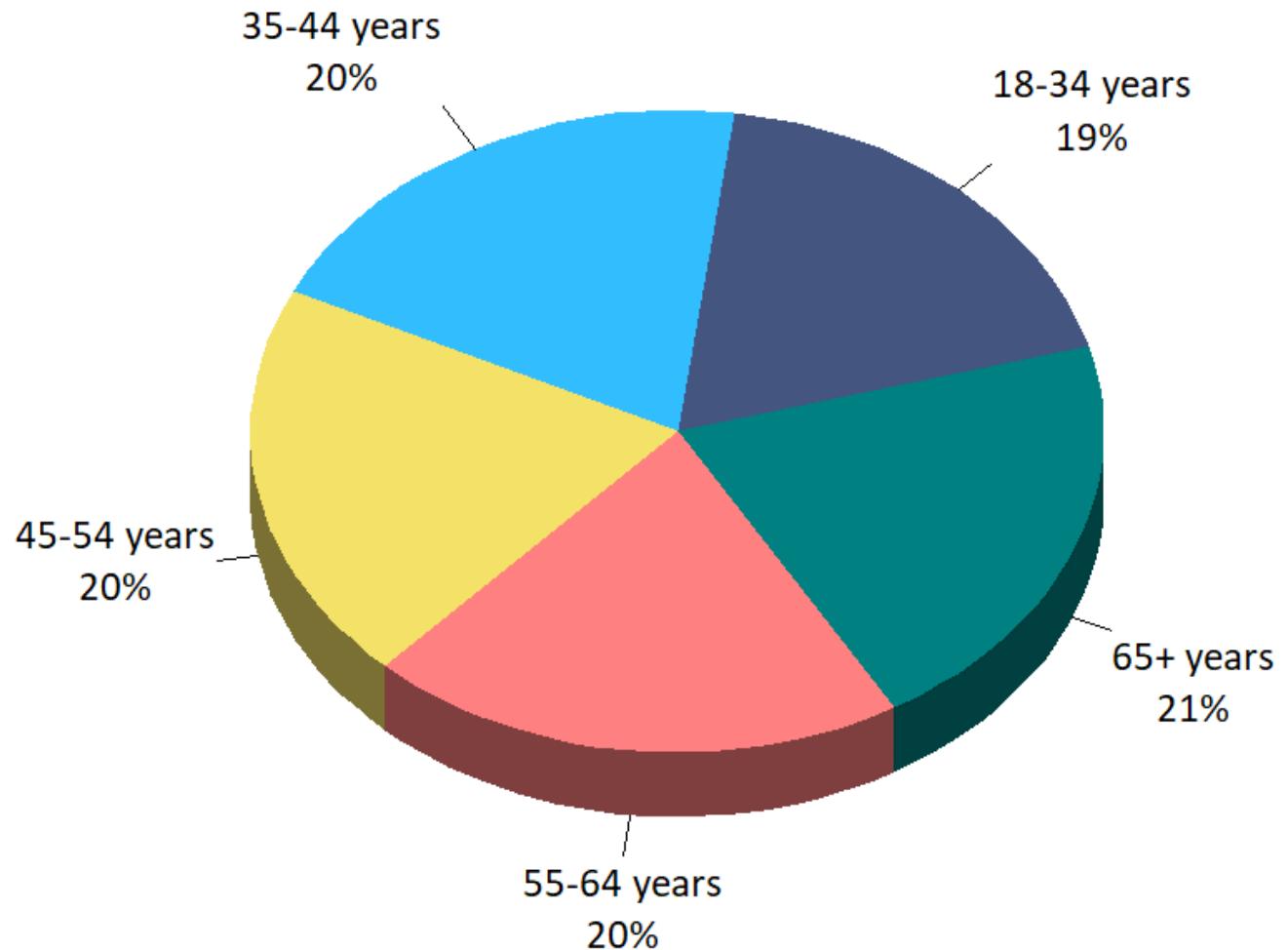
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Survey Description	Method of Administration	Sample	Margin of Error
<p>Similar to previous surveys conducted by ETC Institute.</p> <p>The last survey was conducted in 2022.</p> <p>The first survey was conducted in 2014.</p>	<p>Administered by mail, phone and online.</p> <p>ETC Institute encouraged participation with texts, emails and direct social media ads.</p>	<p>3,000 households were randomly selected for the survey, which was about 50% of the City' households.</p> <p>The sample was designed to ensure the results would be statistically representative of the City's population.</p>	<p>507 completed surveys were Collected</p> <p>Response rate was 20%</p> <p>+/- 4.3% at the 95% level of confidence</p>

Good  
Representation  
by AGE

## What is your age?

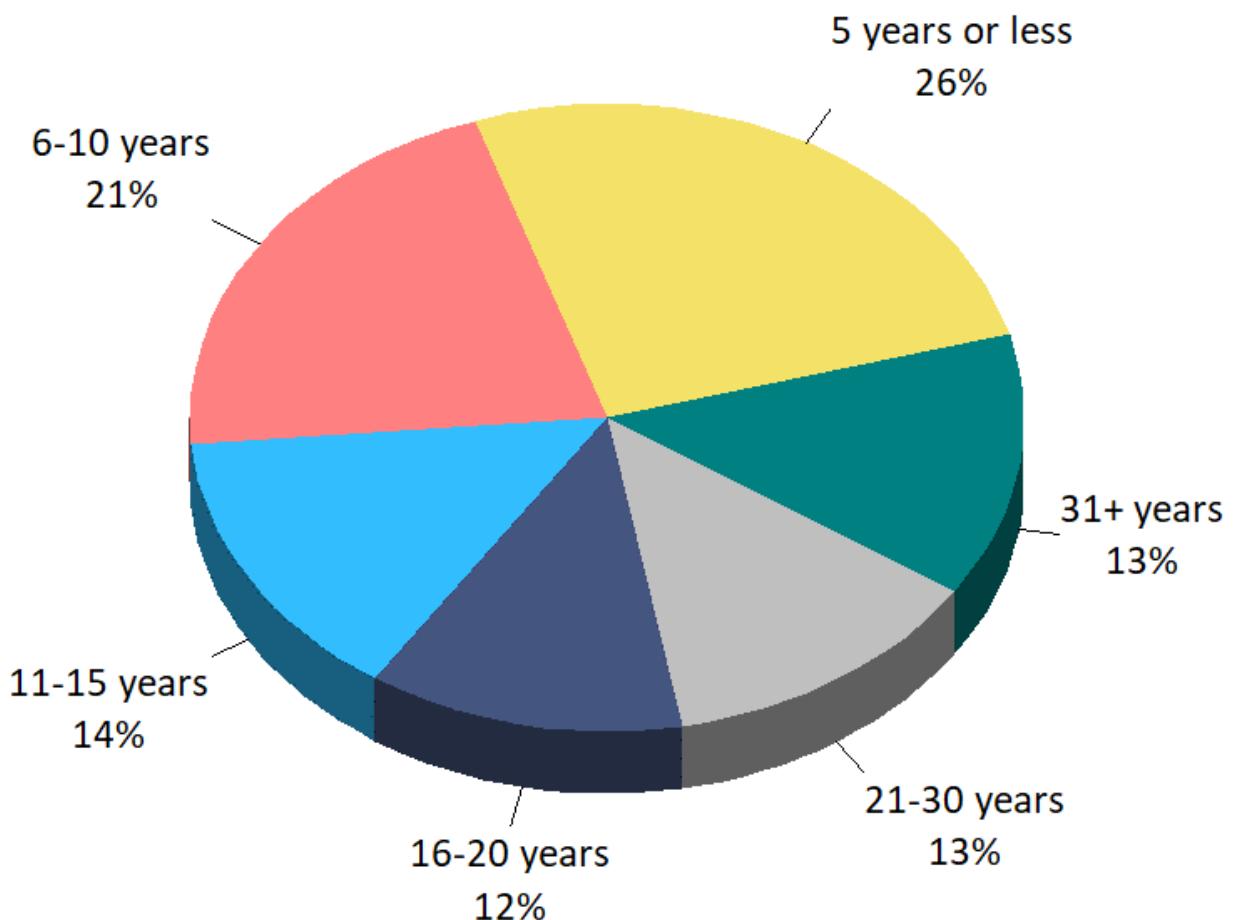
by percentage respondents (excluding "not provided")



# Good Representation by YEARS OF RESIDENCY

## Approximately how many years have you lived in Washougal?

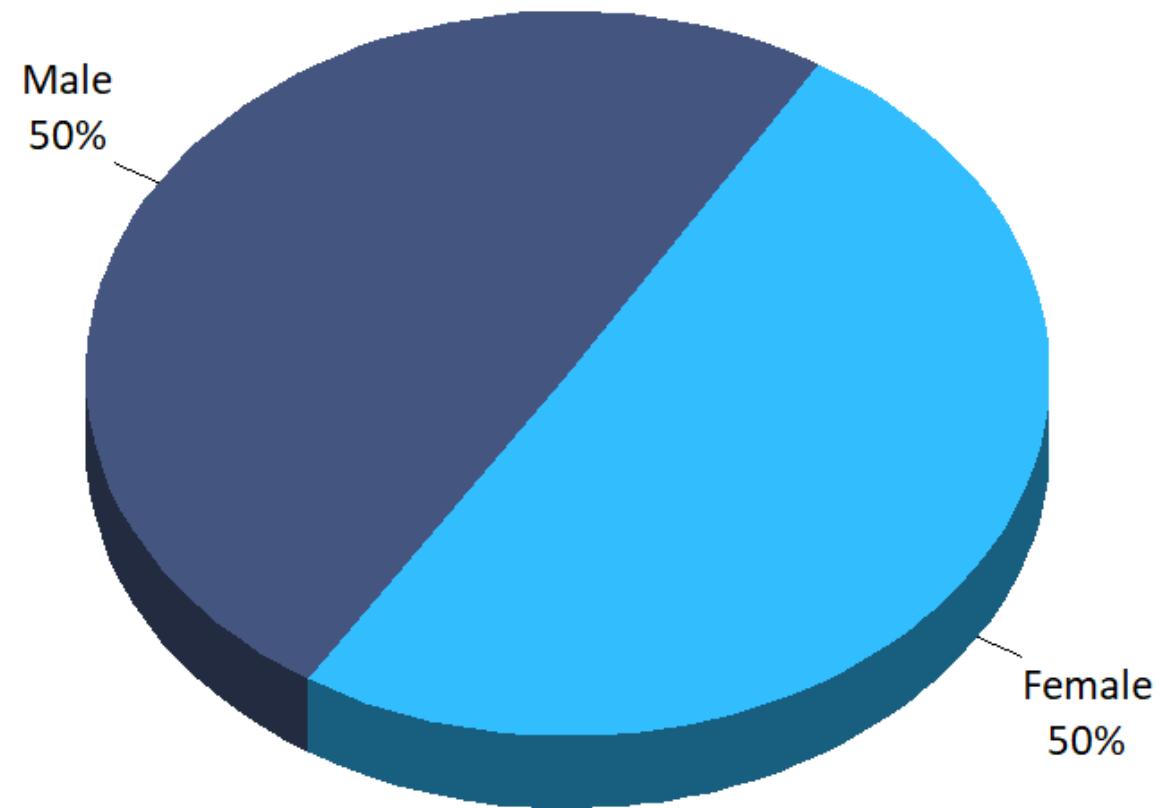
by percentage respondents (excluding "not provided")



Good  
Representation  
by  
GENDER

## Gender

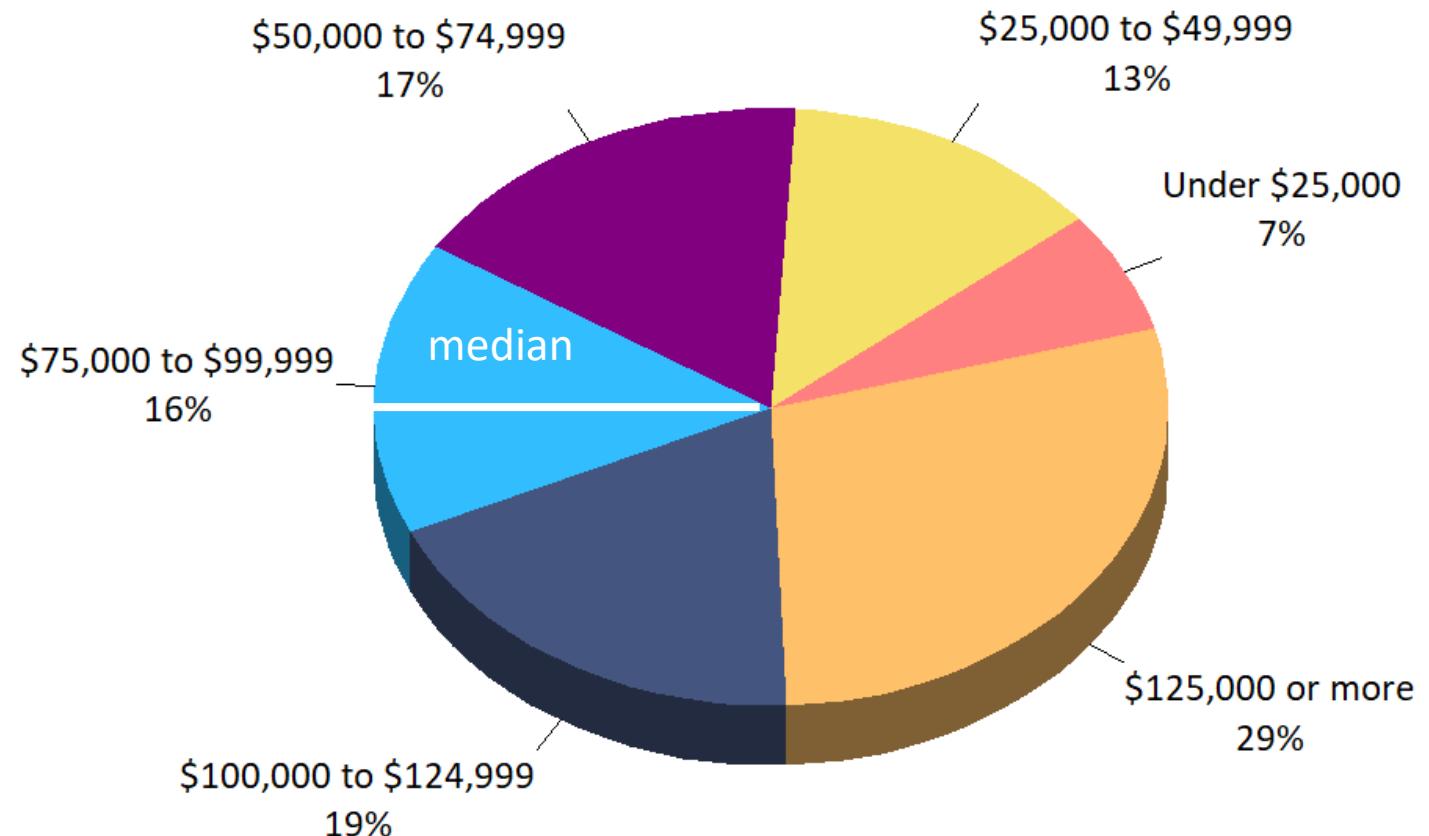
by percentage respondents (excluding “not provided”)



# Good Representation by INCOME

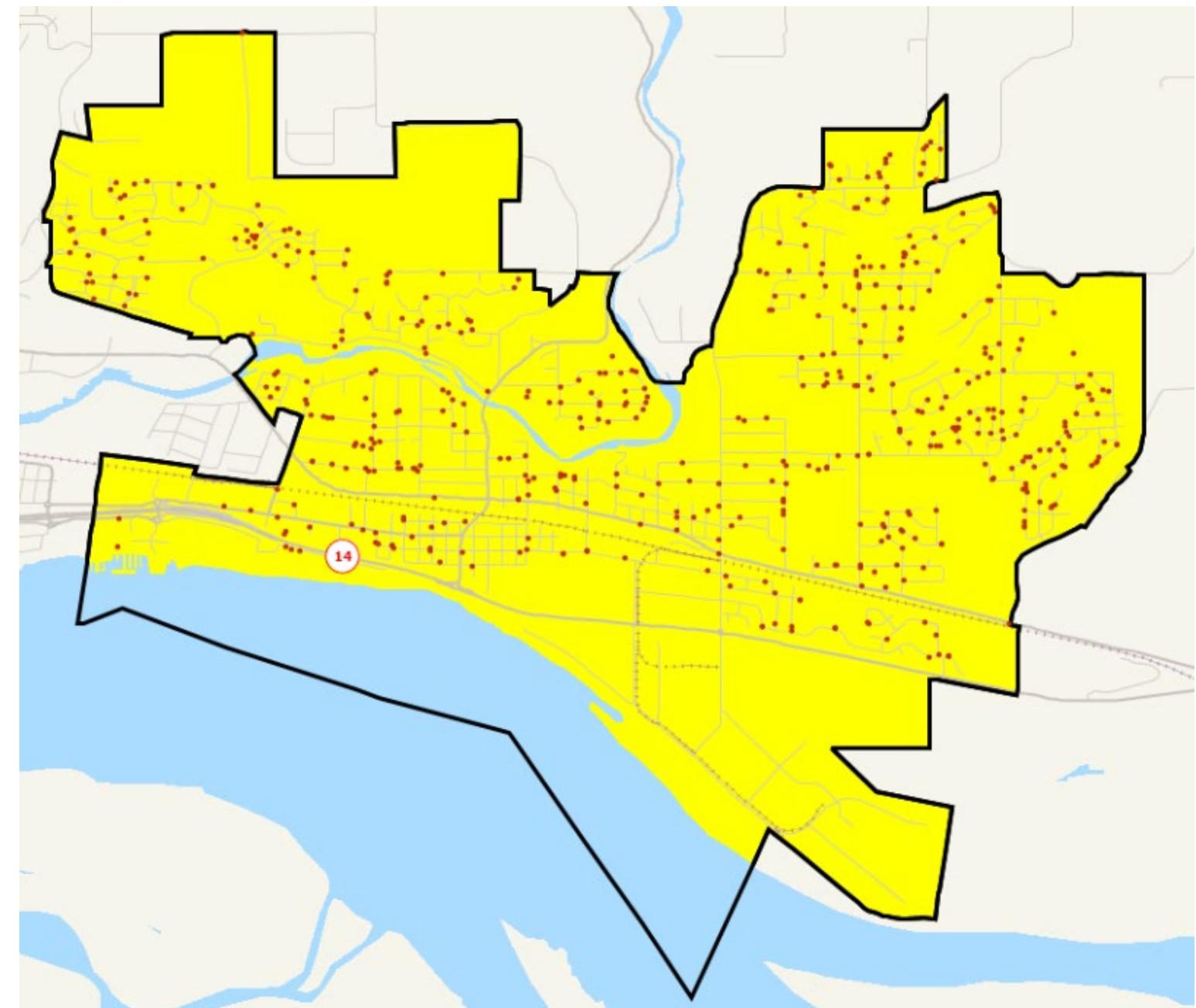
## Annual Household Income

by percentage respondents (excluding "not provided")



Median Household Income - Census: \$97,295

Good  
Representation  
by LOCATION



Location of Survey Respondents

# How Residents Feel About Various Community Issues

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## Top 5 Priorities for Parks & Recreation Improvements that Are Currently Unfunded

Expanding the Trail System

Improving Waterfront Parks

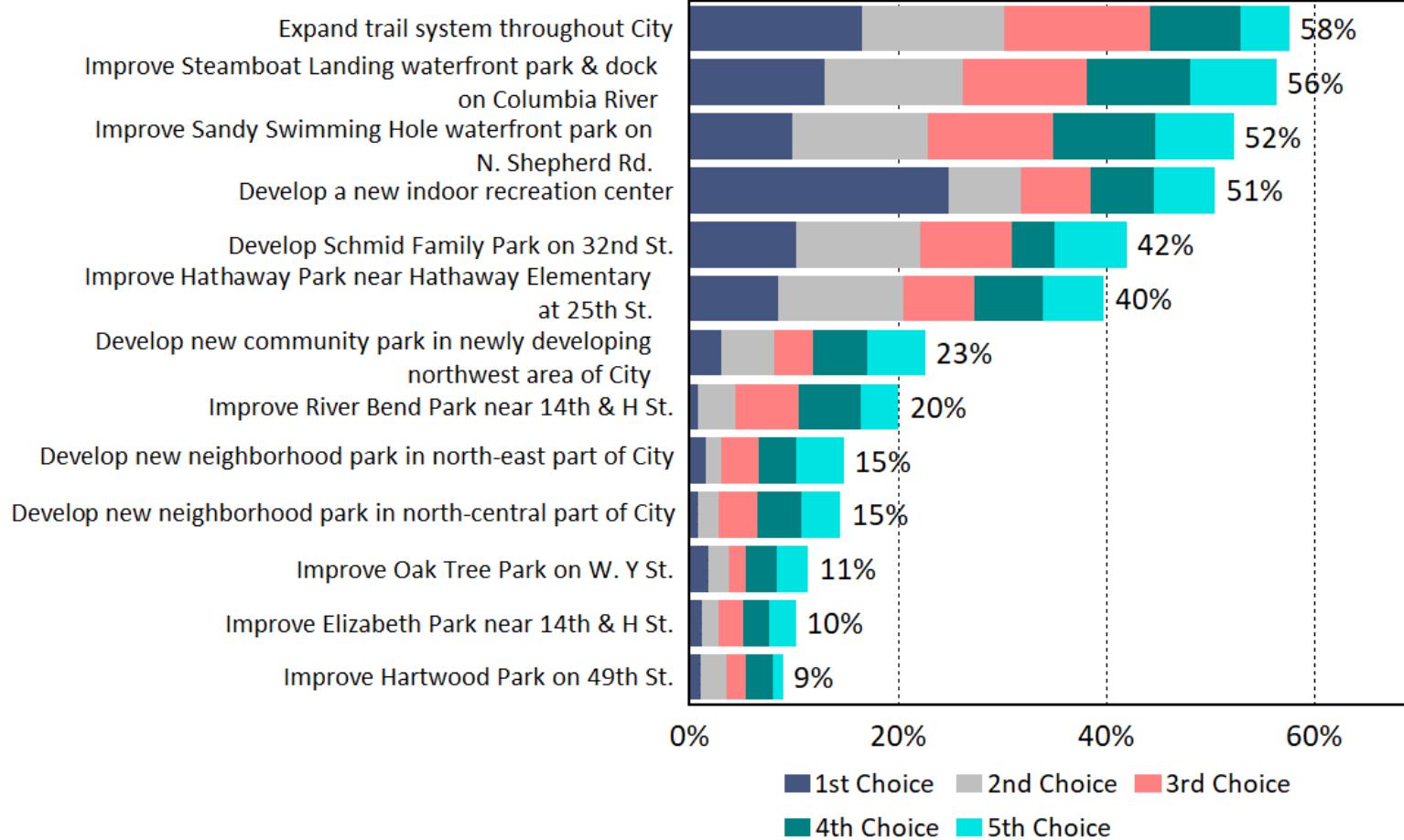
Improving Sandy Swimming Hole Waterfront Park

Developing a New Indoor Recreation Center

Develop Schmid Family Park on 32<sup>nd</sup> Street

## Unfunded Parks and Recreation Improvements That Should be the Top Priorities for the City

by percentage of respondents who selected the item as one of their top five choices

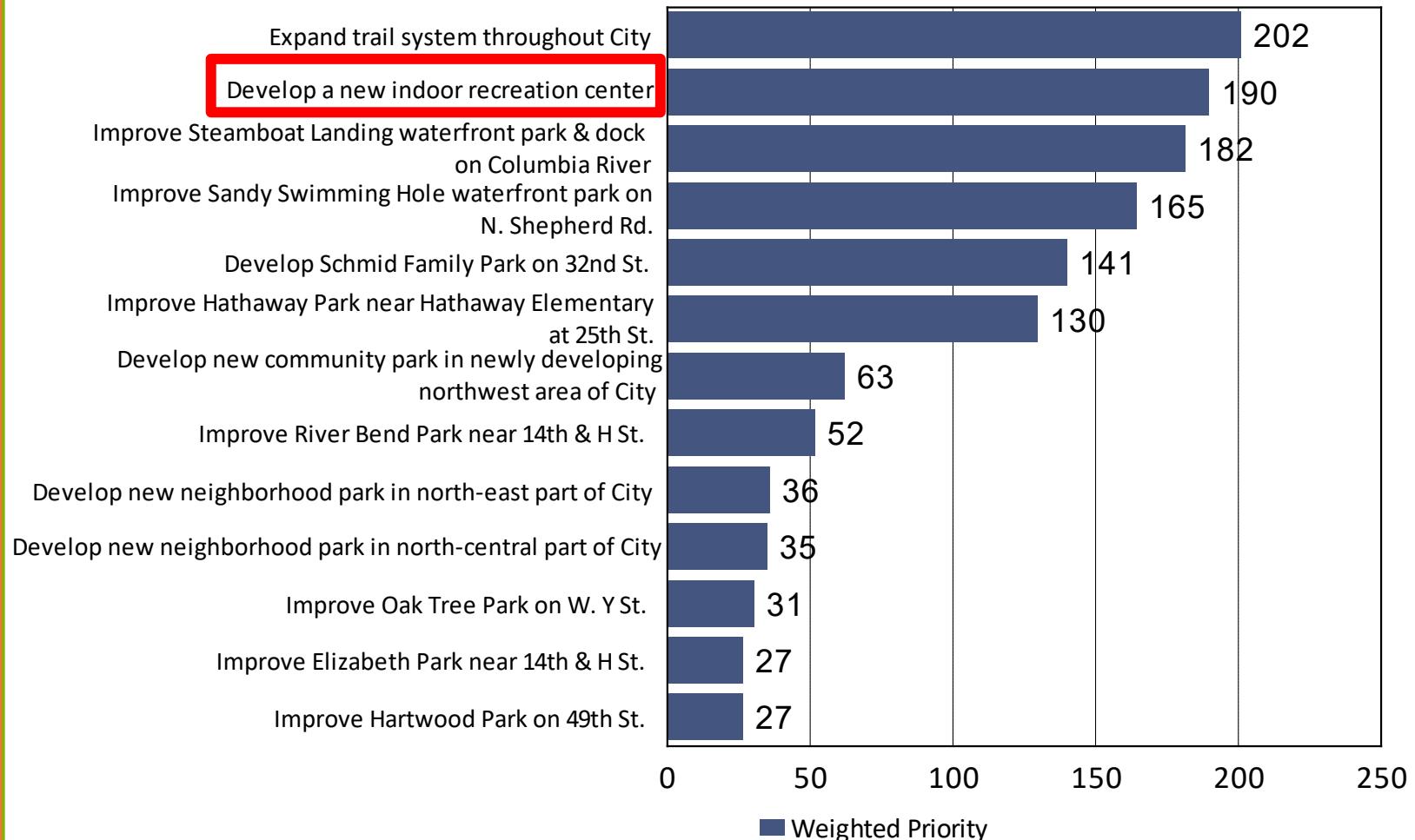


Top 5 Priorities for  
Parks & Recreation  
Improvements that  
Are Currently  
Unfunded Stayed  
About the Same

The only change in  
the rankings was that  
“Develop a New  
Indoor Recreation  
Center Increased  
from 4<sup>th</sup> to 2<sup>nd</sup> place

## Unfunded Parks and Recreation Improvements Weighted Priorites Priorities for the City

Weighted with by assigning a 1st choice 5 points, a 2nd choice 4 points, a 3rd choice was 3 points,  
a 4th choice was 2 points, and a 5th place was 1 point



## Top 5 Priorities for Transportation Improvements that Are Currently Unfunded

Washougal River Road

Shepherd Road

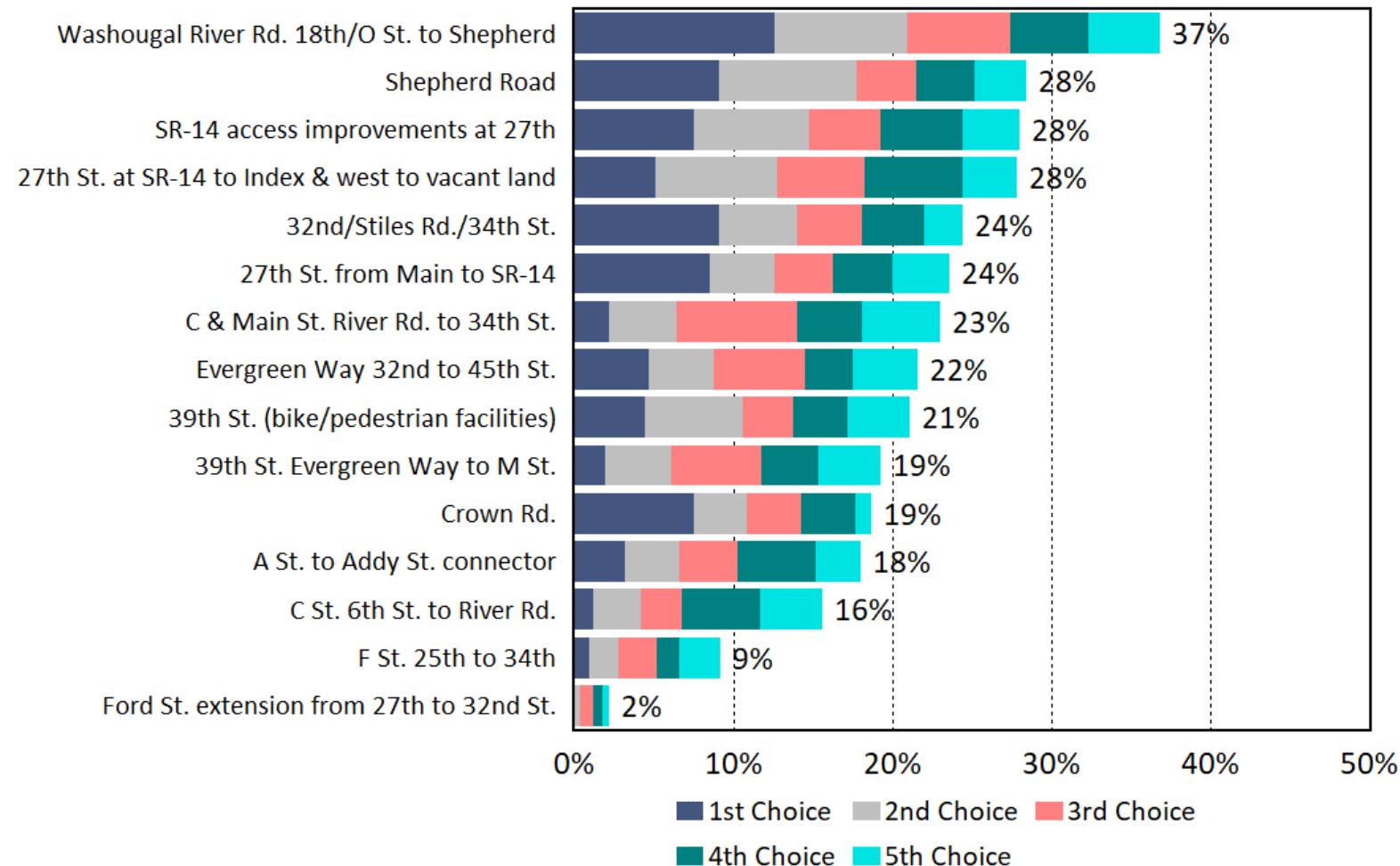
SR-14 Access Improvements at 27<sup>th</sup>

27<sup>th</sup> St. at SR-14 to Index & west to vacant land

32<sup>nd</sup>/Stiles Rd/34th

## Unfunded Transportation Improvements That Should be the Top Priorities for the City

by percentage of respondents who selected the item as one of their top five choices



Top 5 Priorities for  
Transportation  
Improvements Were The  
Same When Weighted

Washougal River Road

Shepherd Road

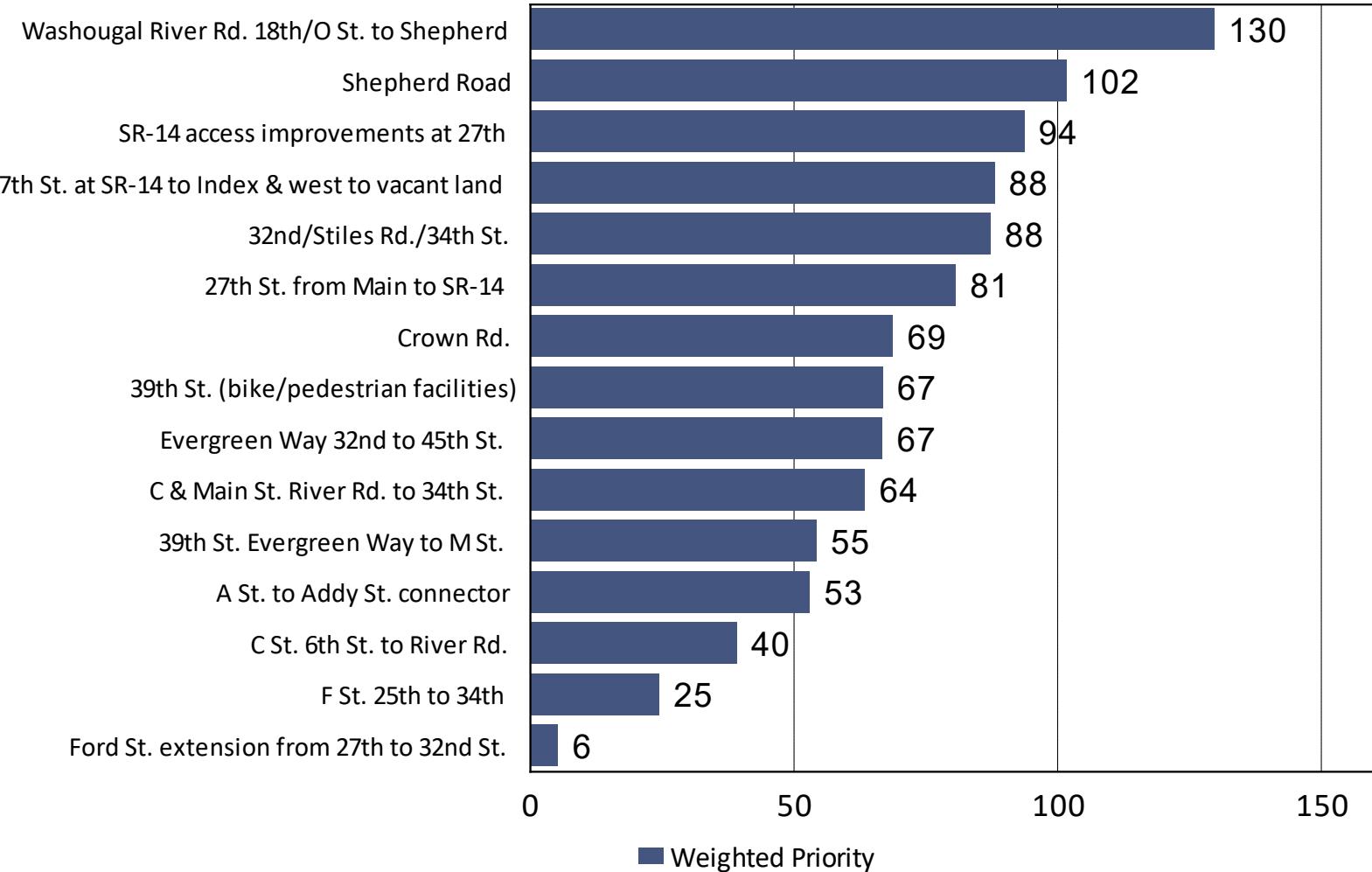
SR-14 Access  
Improvements at 27<sup>th</sup>

27<sup>th</sup> St. at SR-14 to Index  
& west to vacant land

32<sup>nd</sup>/Stiles Rd/34th

## Unfunded Transportation Improvements Weighted Priorities for the City

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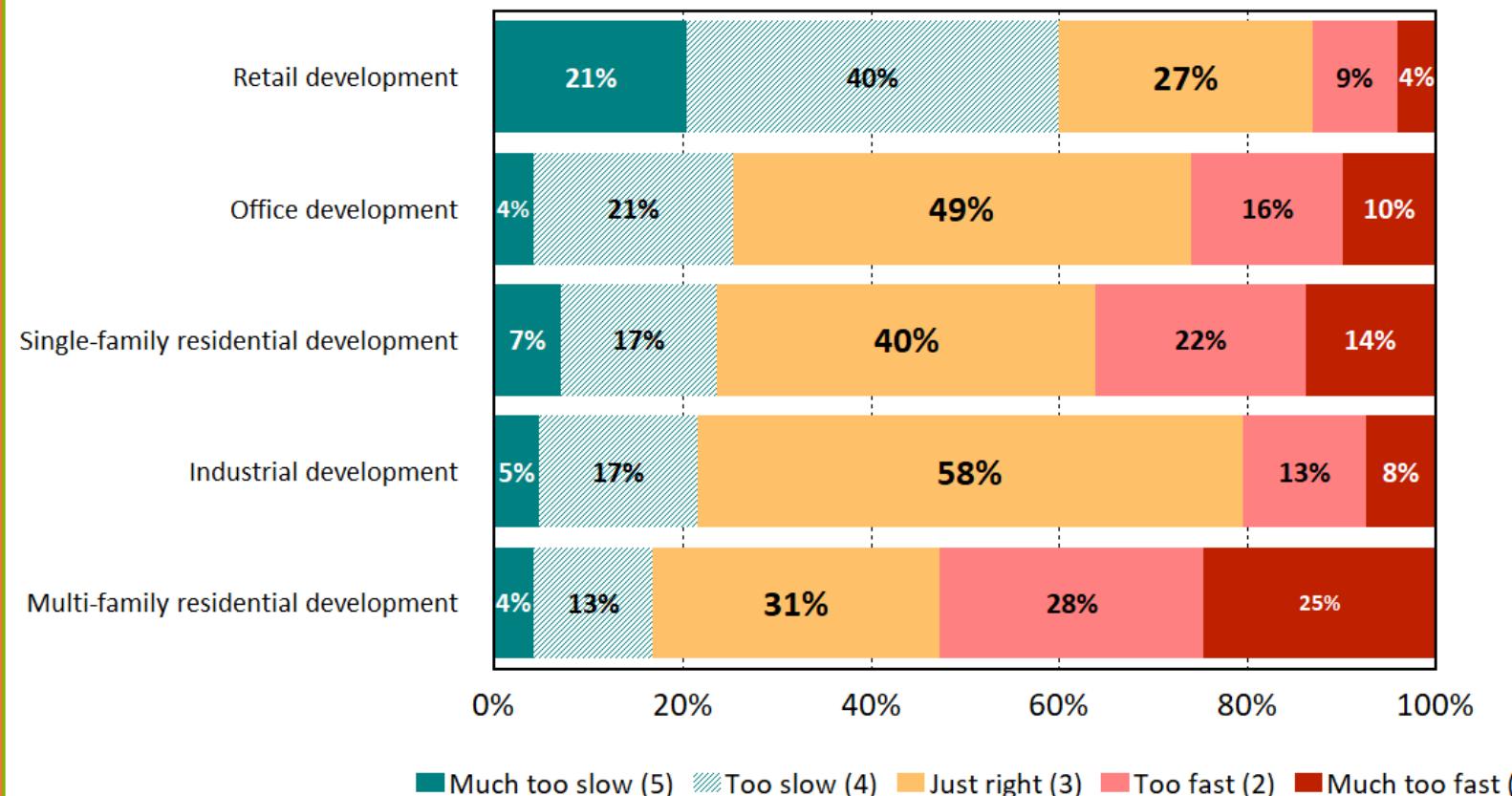
Residents want  
more retail

But

They want  
less multi-family  
residential  
development

## How Residents Rate the City's Current Pace of Development

by percentage of respondents (excluding "don't know")

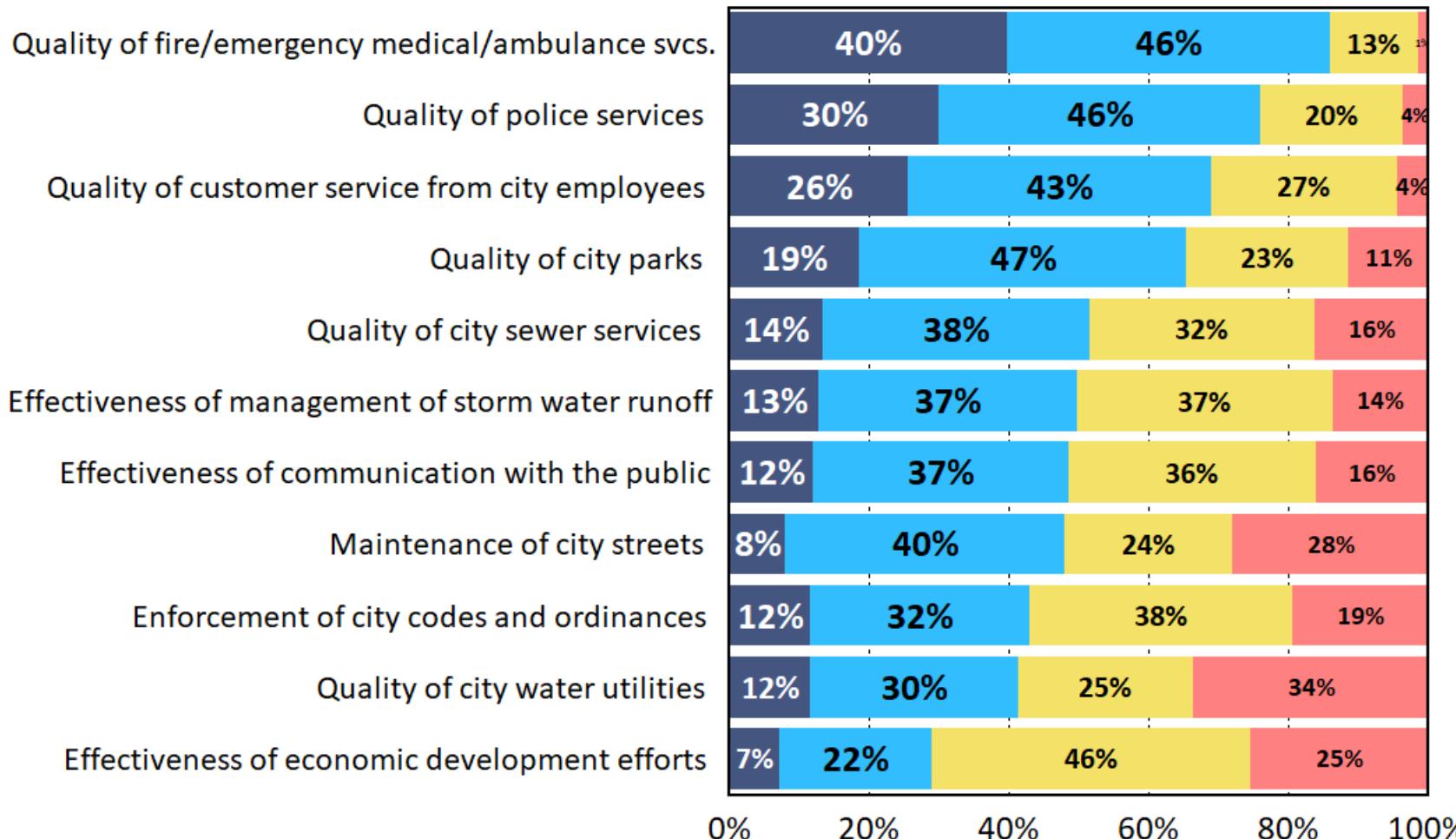


# Satisfaction with Major City Services and Trends from Previous Surveys

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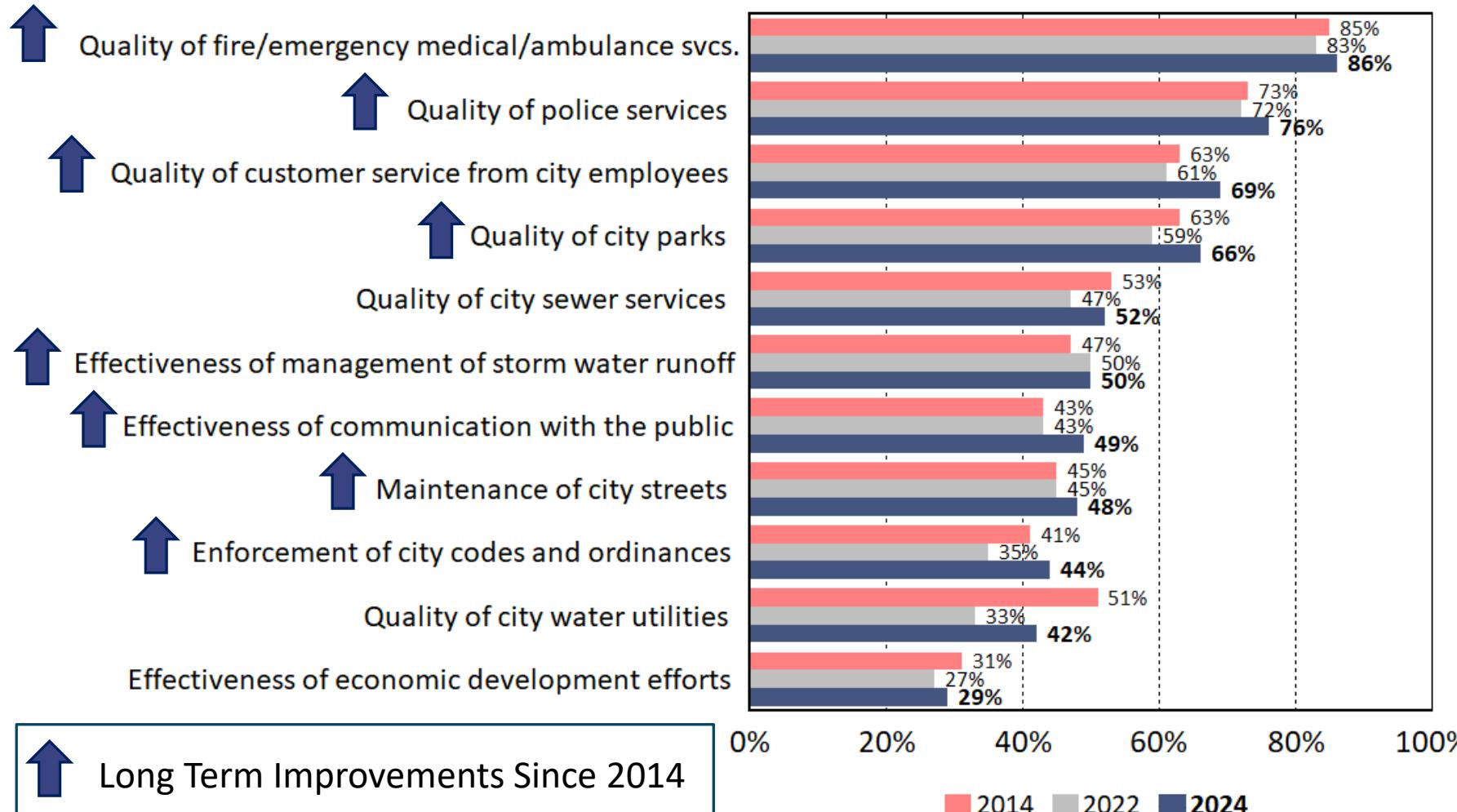
# Satisfaction with Major Categories of Service Provided by the City

by percentage of respondents (excluding “don't know”)



# TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 to 2024

by percentage of respondents (excluding "don't know")



Satisfaction Ratings from 2022-2024 Stayed the Same or Increased in All Major Categories of City Service

Overall  
Satisfaction  
with  
City Services  
Stayed the Same  
or Increased  
in **50 of 54**  
Areas!

## Areas that improved by 7% or More

- Mowing & trimming along streets/other public areas (+12%)
- Enforcing codes designed to protect public safety/health (+12%)
- Enforcing sign regulation (+12%)
- Customer service helping residents resolve issues (+11%)
- Overall enforcement of city codes and ordinances (+9%)
- Enforcing mowing/trimming of grass/weeds (+9%)
- Enforcing cleanup of litter/debris (+9%)
- Quality of city water utilities (+9%)
- The visibility of police in the community (+8%)
- Quality of customer service from city employees (+8%)
- Quality of city parks (+7%)
- Quality of animal control (+7%)
- Condition of sidewalks in the City (+7%)
- Did what they said they would do in timely manner (+7%)
- How quickly police respond to emergencies (+7%)

Satisfaction with  
City Services  
Decreased  
by more than 1%  
in just two areas

## **Areas that Decreased by More than 1%**

- Maintenance of Major City Streets (-4%)
- Maintenance of Neighborhood Streets (-4%)

# How Washougal Compares to Other Communities

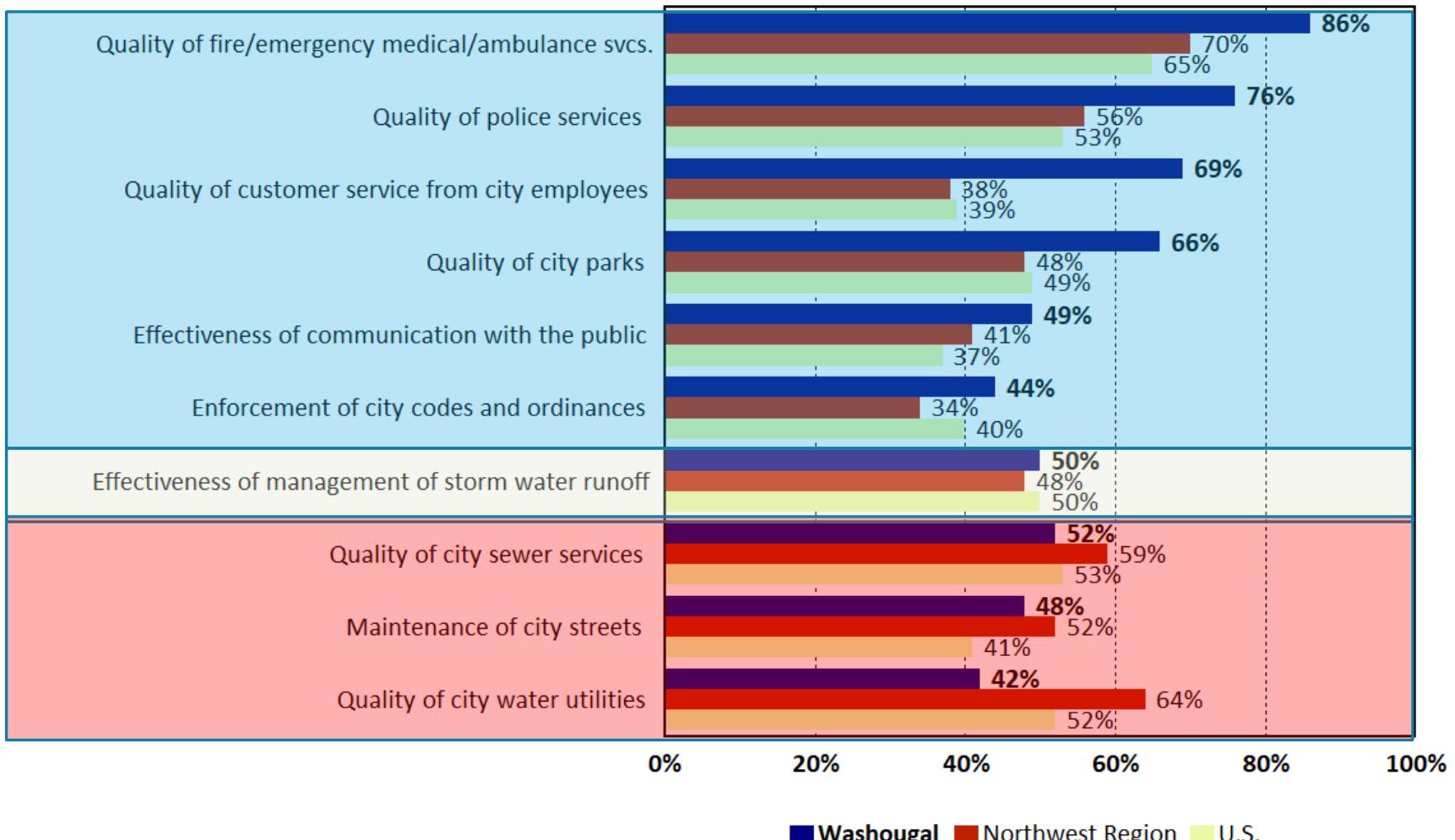
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# Overall Ratings of City Services

## Washougal vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

Better  
About the Same  
Worse



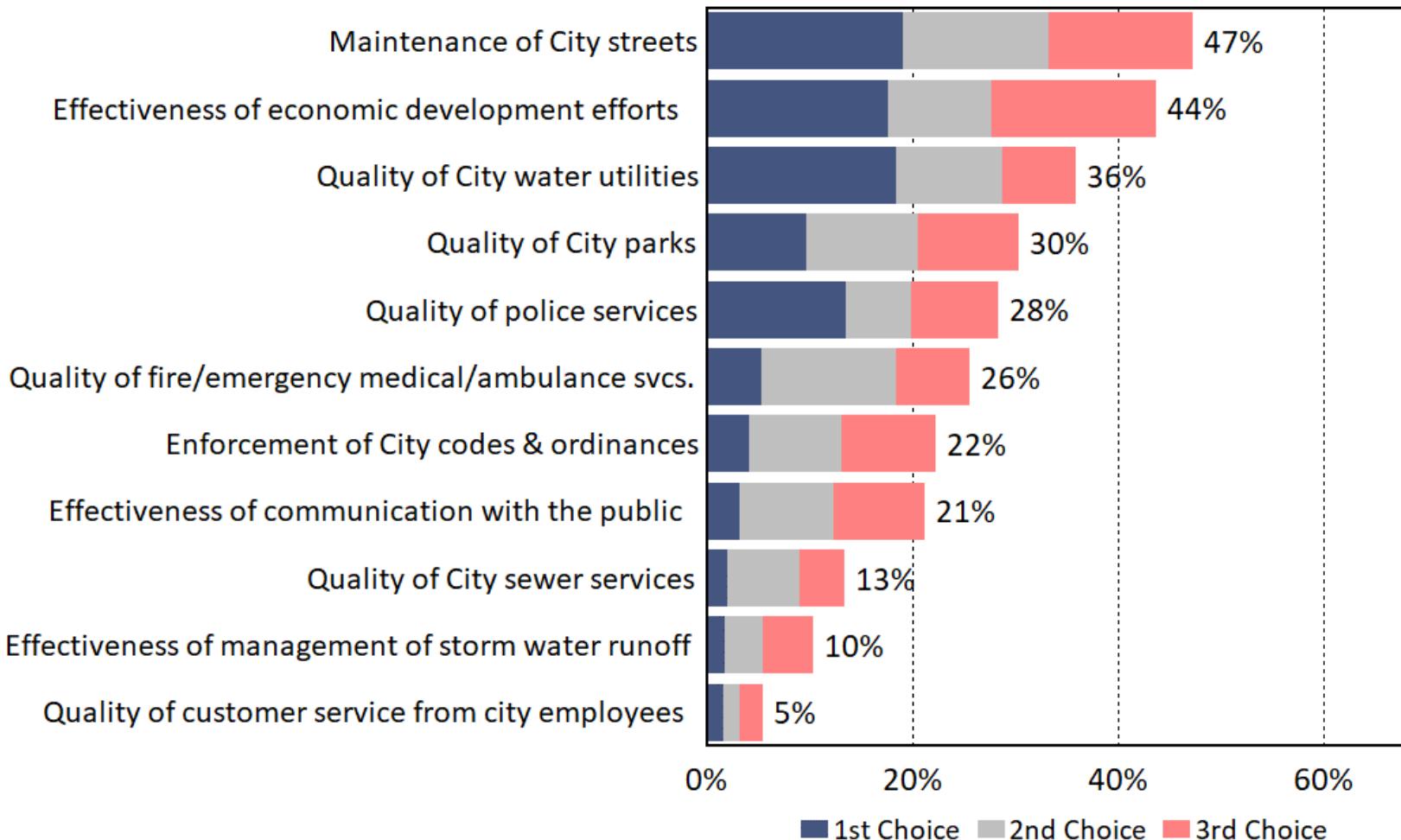
# Opportunities for Improvement

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# City Services That Should Receive the Most Emphasis

## Over the Next 2 Years

by percentage of respondents who selected the item as one of their top three choices

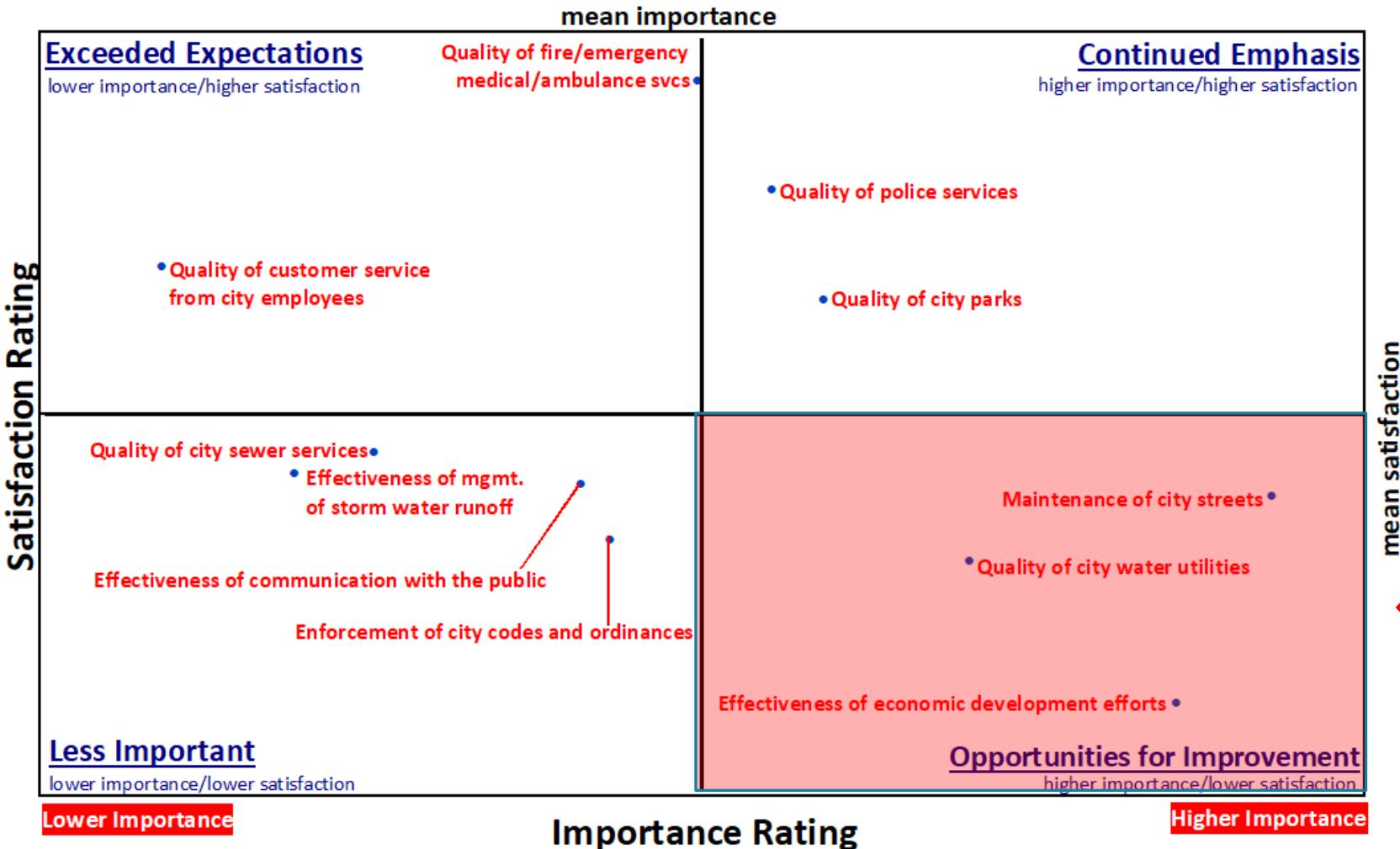


# 2024 City of Washougal DirectionFinder

## Importance-Satisfaction Assessment Matrix

### -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Importance-Satisfaction Rating

## OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Effectiveness of economic development efforts	44%	2	29%	11	0.3103	1
Maintenance of city streets	47%	1	48%	8	0.2460	2
Quality of city water utilities	36%	3	42%	10	0.2082	3
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of city codes and ordinances	22%	7	44%	9	0.1249	4
Effectiveness of communication with the public	21%	8	49%	7	0.1081	5
Quality of city parks	30%	4	66%	4	0.1034	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of police services	28%	5	76%	2	0.0682	7
Quality of city sewer services	13%	9	52%	5	0.0643	8
Effectiveness of management of storm water runoff	10%	10	50%	6	0.0520	9
Quality of fire/emergency medical/ambulance svcs.	26%	6	86%	1	0.0358	10
Quality of customer service from city employees	5%	11	69%	3	0.0167	11

# Summary

- The City is definitely moving in the right direction!
  - Satisfaction increased in 50 of 54 areas that were assessed since 2022
- The Importance-Satisfaction Analysis identified three areas as **very high priorities** for improvement:
  - Economic development, street maintenance, and water utilities
- Residents support a wide range of unfunded transportation improvements
  - Improvements to Washougal River Road ranked #1
- The top priorities for parks & recreation improvements that are currently unfunded were:
  - Expanding the Trail System
  - Improving Waterfront Parks
  - Improving Sandy Swimming Hole Waterfront Park
  - Developing a New Indoor Recreation Center

# Questions?

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THANK YOU!