

# *City of Washougal* *2014 Community* *Survey Findings*

Presented by



July 2014



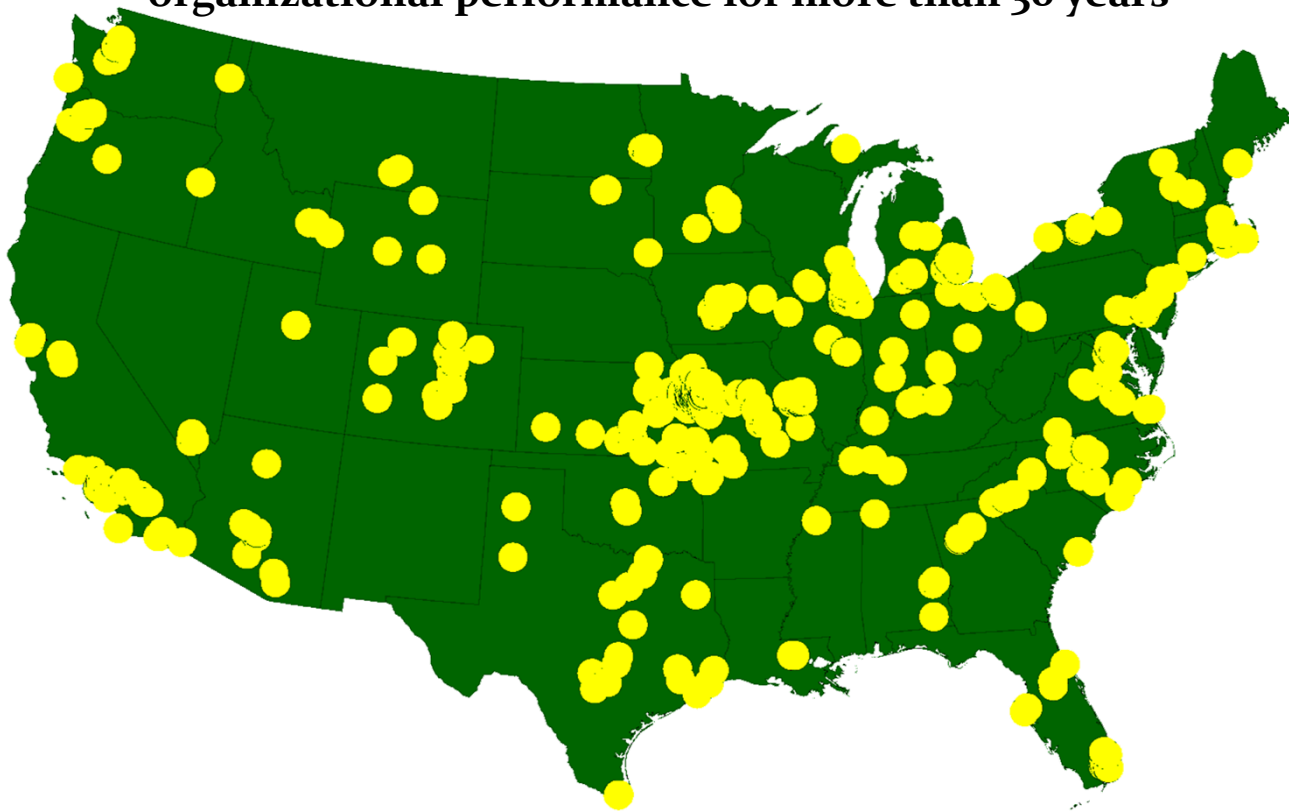
# Agenda

- **Purpose**
- **Methodology**
- **Bottom Line Upfront**
- **Major Findings by Topic**
- **Summary**
- **Questions**



# **A National Leader in Market Research for Local Governmental Organizations**

**...helping city and county governments gather and use survey data to enhance  
organizational performance for more than 30 years**



**More than 1,850,000 Persons Surveyed Since 2006  
for more than 700 cities in 49 States**



# Purpose

- **To objectively assess satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To compare Washougal's performance with other communities**
- **Provide a baseline for assessing progress over time**



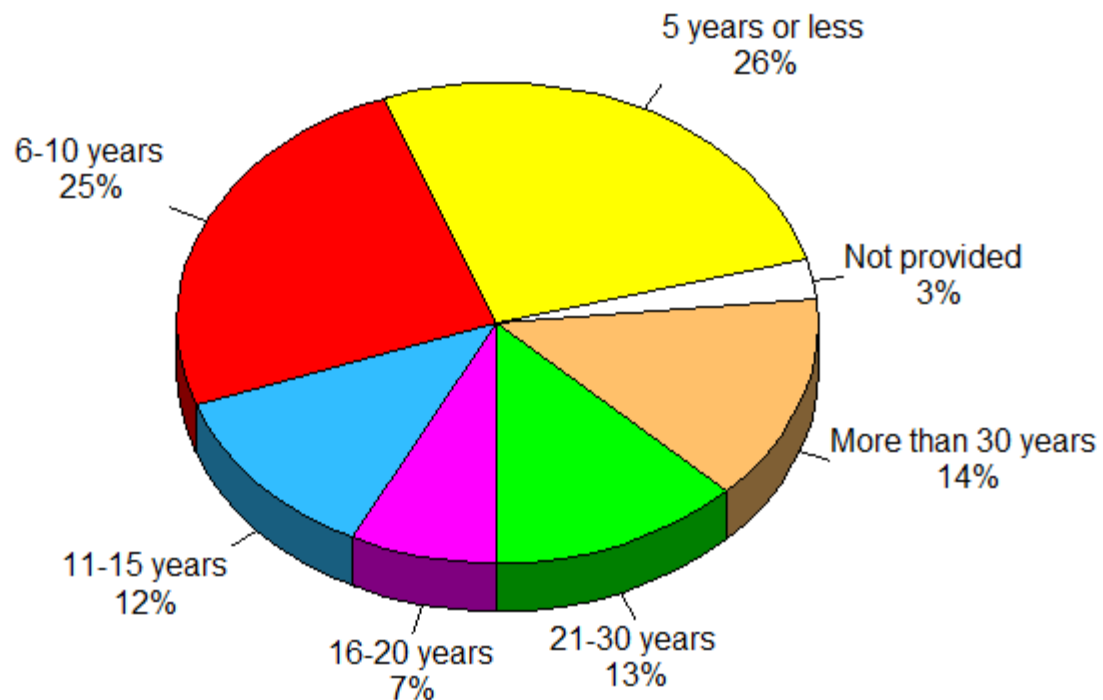
# Methodology

- **Survey Description**
  - ☐ 4 pages
  - ☐ Took the average person about 10-minutes to complete
- **Method of Administration**
  - ☐ by mail and phone during late June and early July
  - ☐ random sample of residents
- **Sample size: Goal 400 (411 actually completed)**
- **Confidence level: 95%**
- **Margin of error: +/- 4.9% overall**
- **Home address geocoded**



## Q17. Approximately how many years have you lived in Washougal?

by percentage respondents



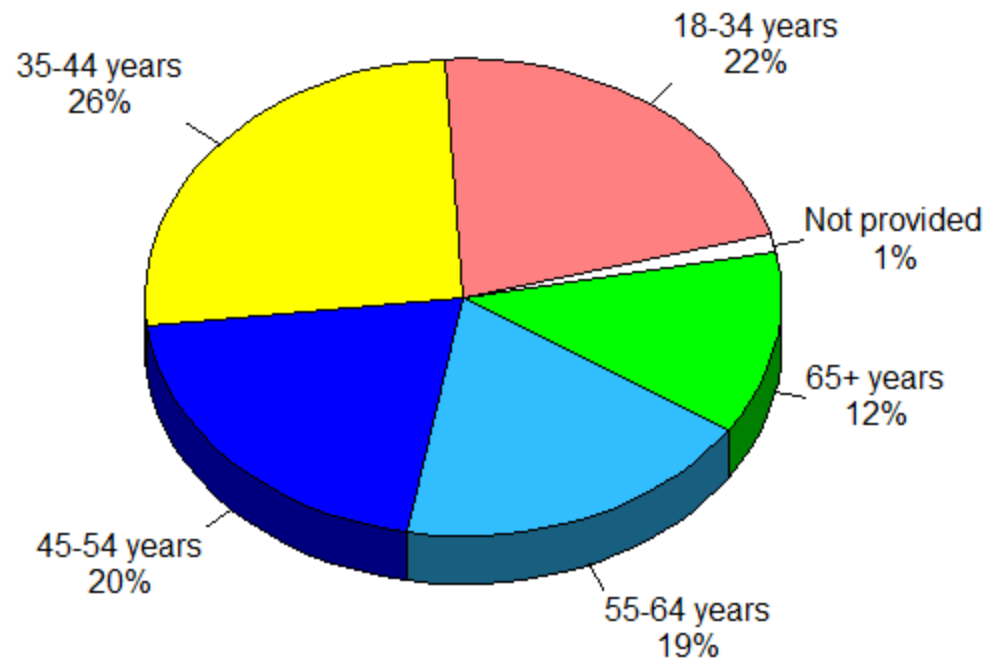
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

# DEMOGRAPHICS



## Q18. What is your age?

by percentage respondents



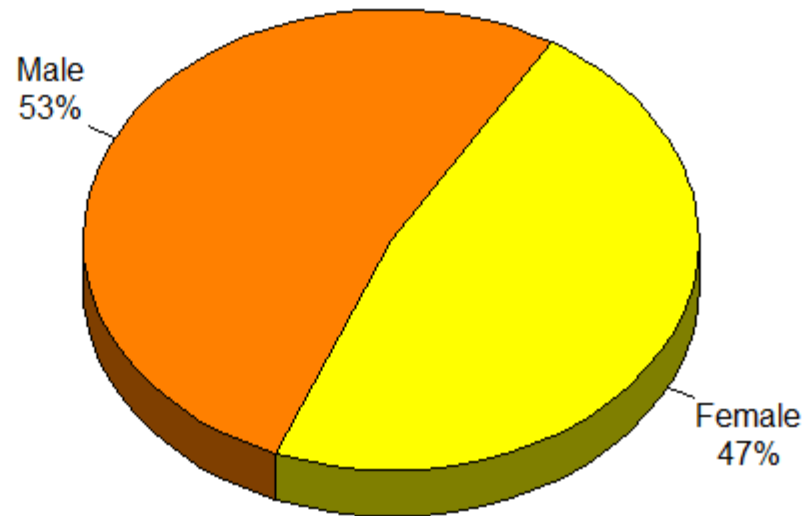
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

# DEMOGRAPHICS



## Q19. Gender

by percentage of respondents



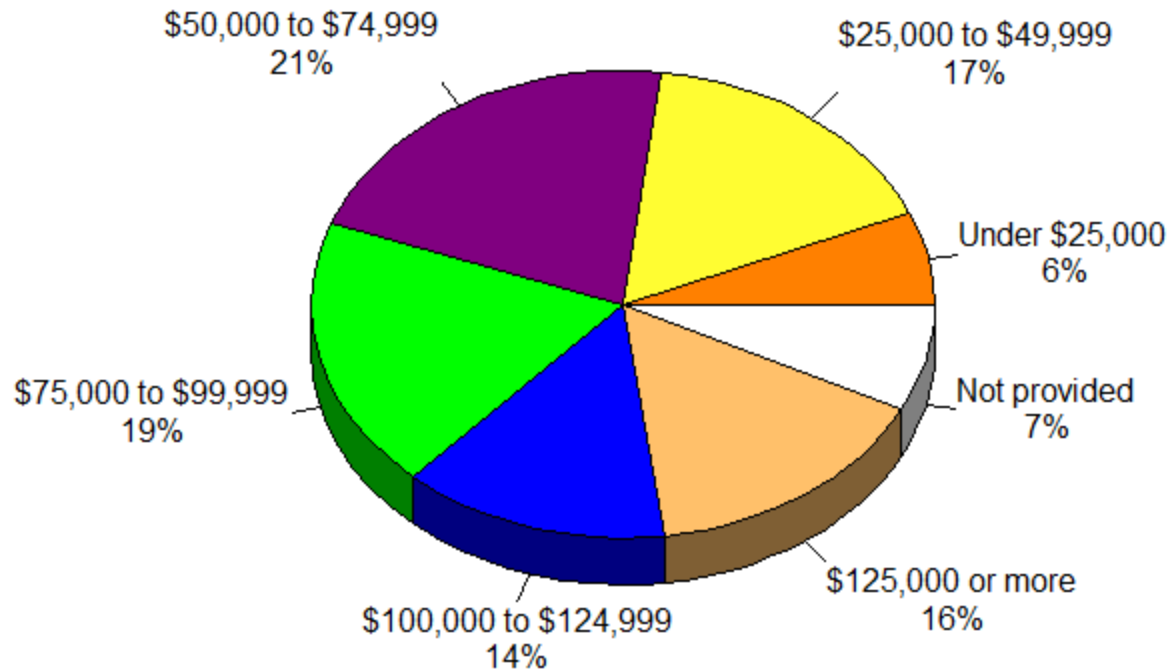
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

# DEMOGRAPHICS



## Q20. Annual Household Income

by percentage of respondents

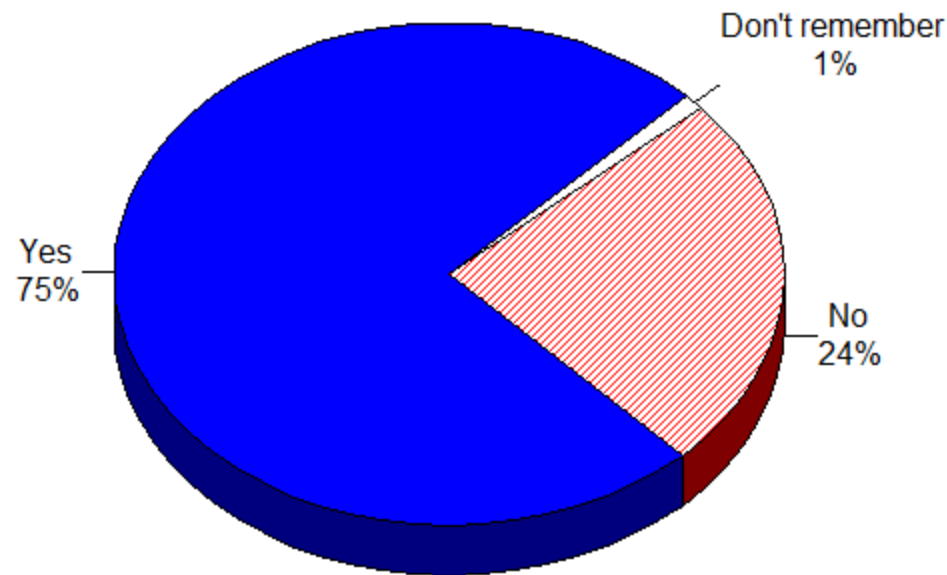


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

# DEMOGRAPHICS



Q4. Did you vote in any Washougal municipal election in 2011 or 2013?



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

## DEMOGRAPHICS



# Bottom Line Up Front

- **The City has a good brand.**
  - ❑ **The City's overall satisfaction rating is above regional and national averages even though ratings for individual services are generally lower than regional and national ratings**
- **Top Priorities for Improvement: Economic Development and Street Maintenance**
- **Enhanced communication with residents should improve satisfaction with City services**
- **Many residents want expanded city services but they are not willing to pay for them**
- **Residents generally support a renewal of the 2007-12 tax levy lid lift for public safety**



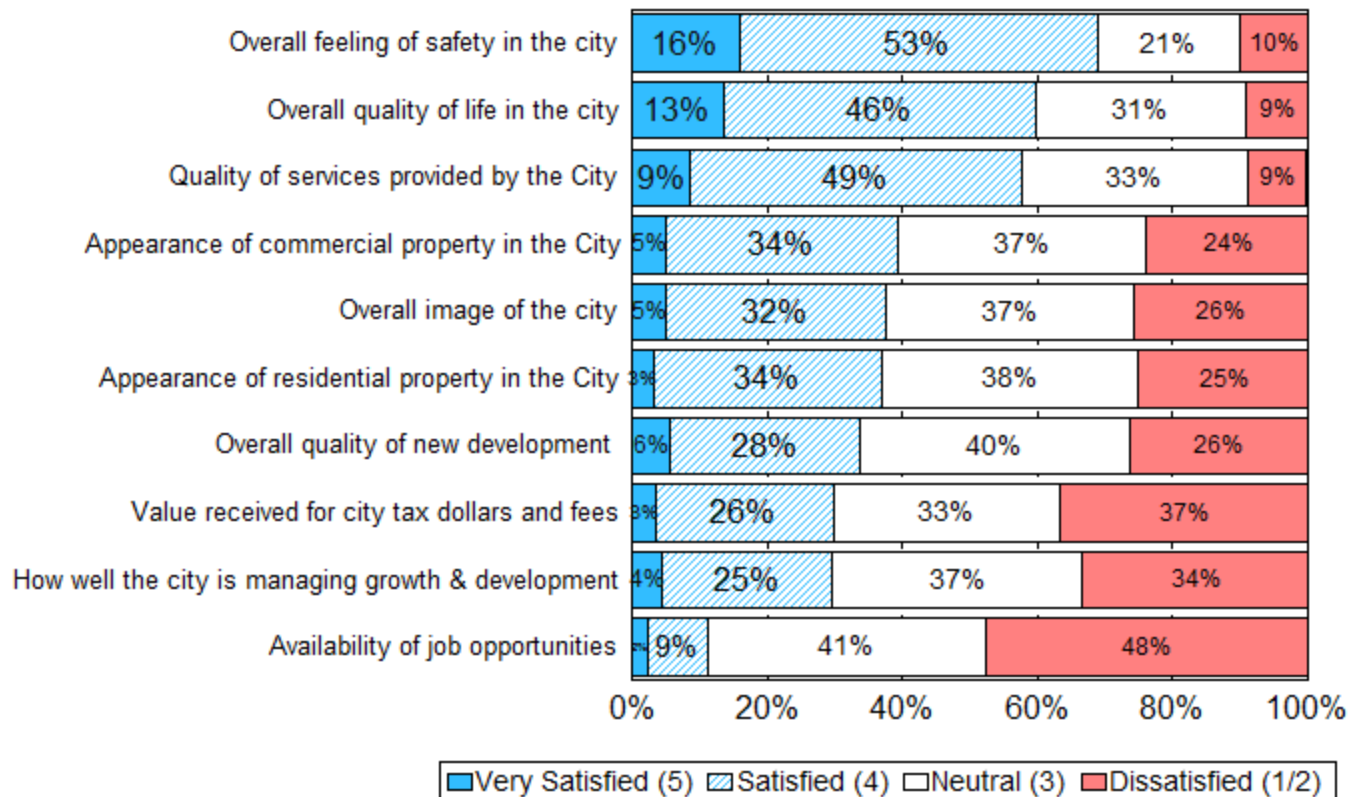
*Topic 1*

# *Perceptions of the City*



### Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

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

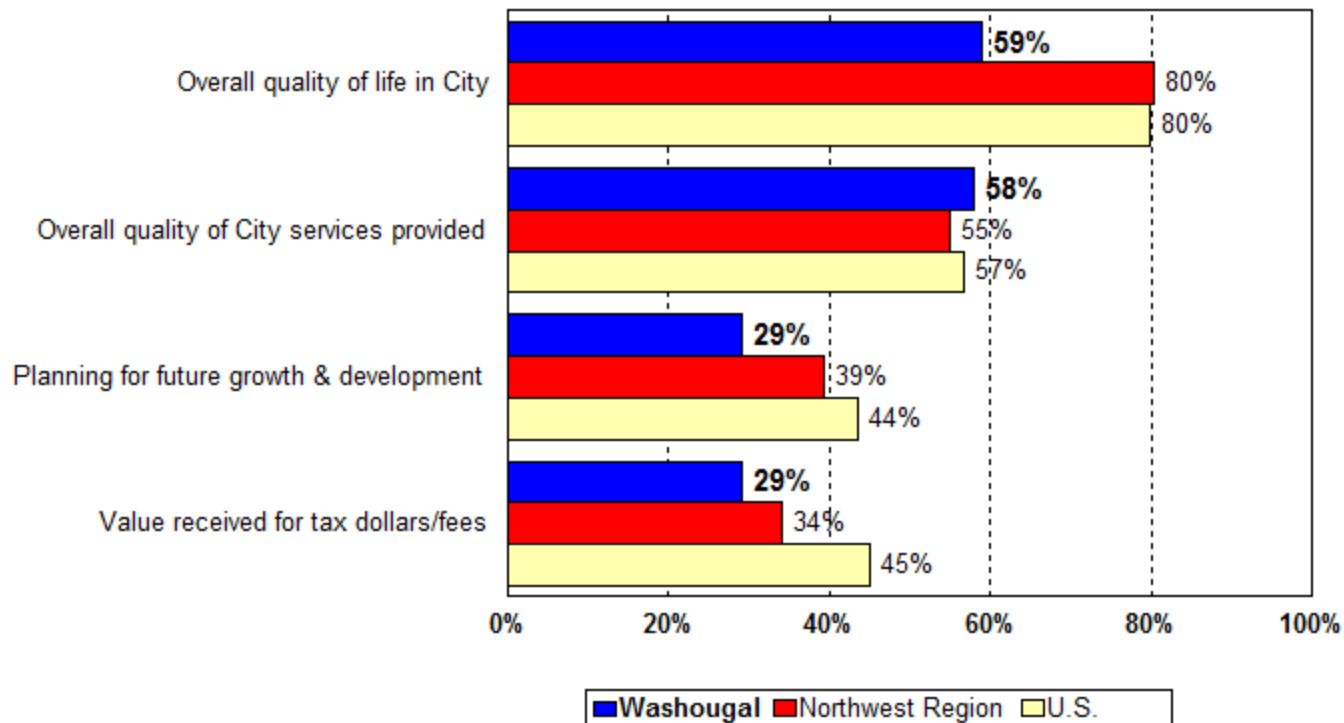


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings of Items that Influence Perceptions of the City Washougal vs. Northwest Region vs. the U.S.

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



Source: 2014 ETC Institute

# HOW WASHOUGAL COMPARES



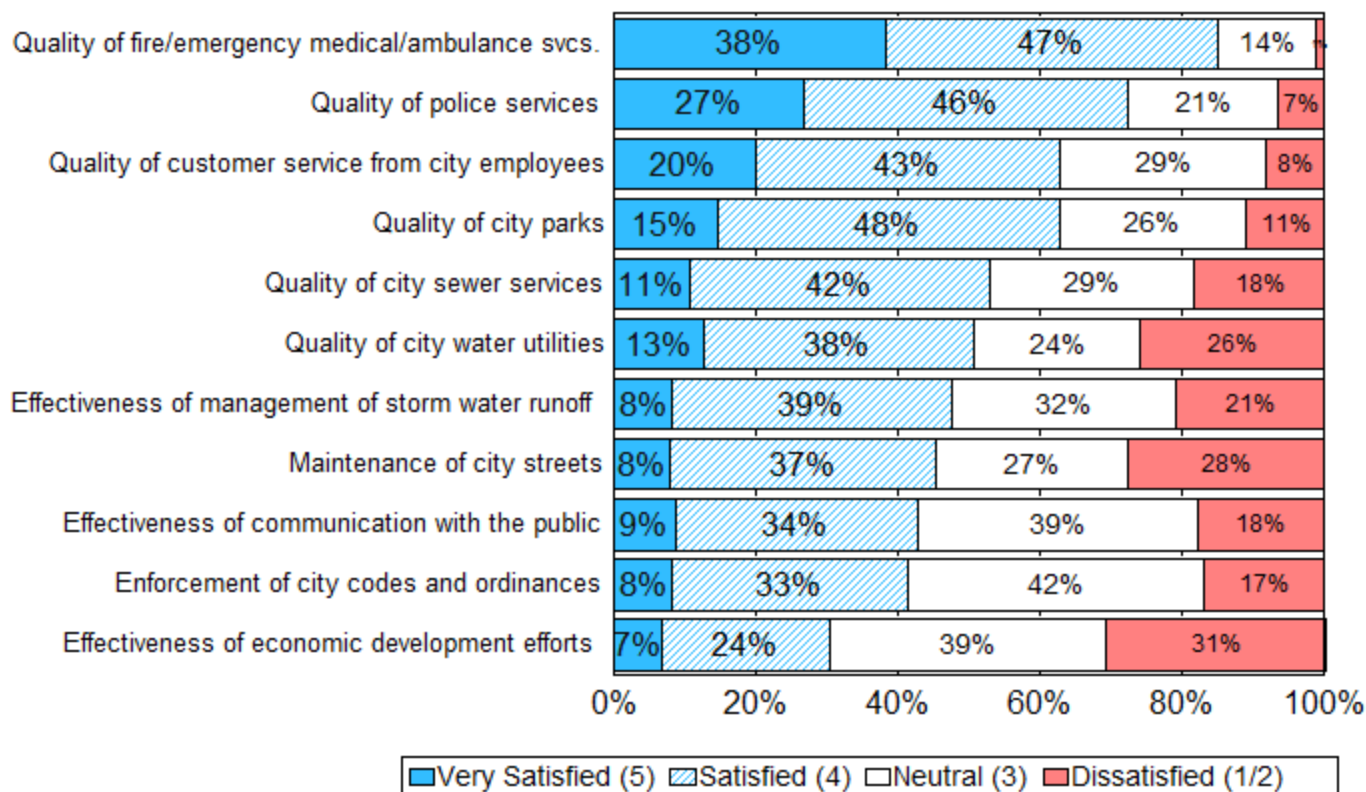
## *Topic 2*

# *Major Categories of City Services*



## Q1. Satisfaction with Major Categories of Service Provided by the City

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

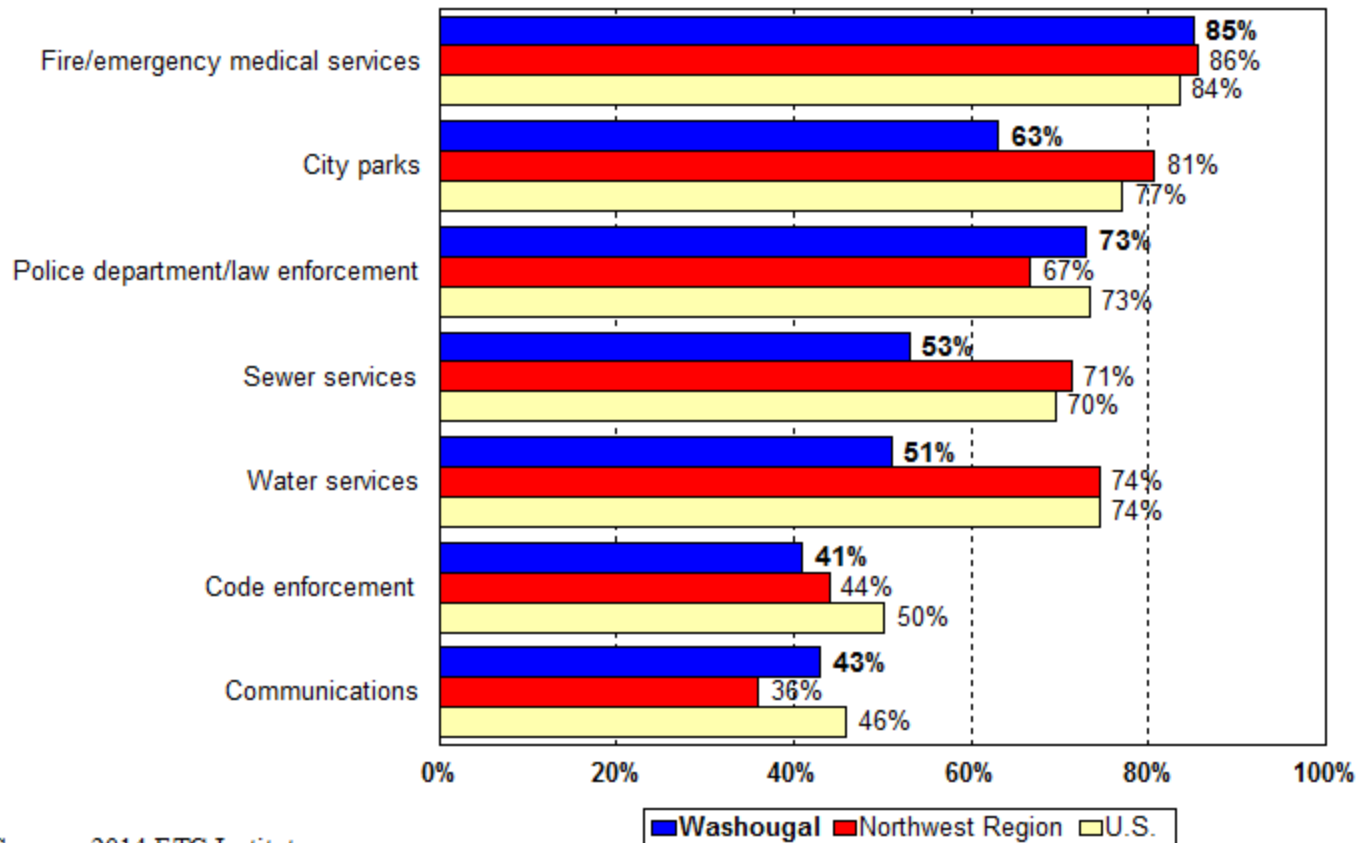


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## 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)

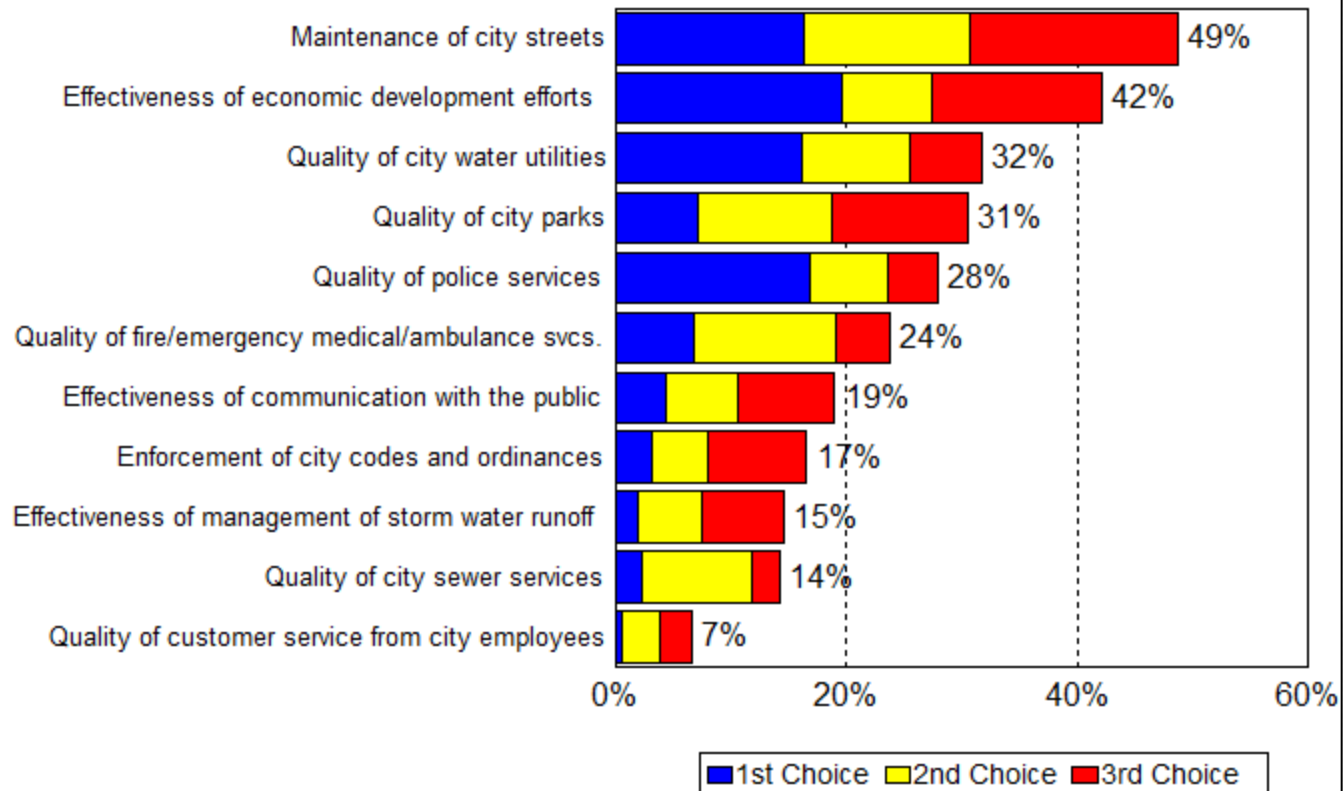


# HOW WASHOUGAL COMPARES



## Q2. 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



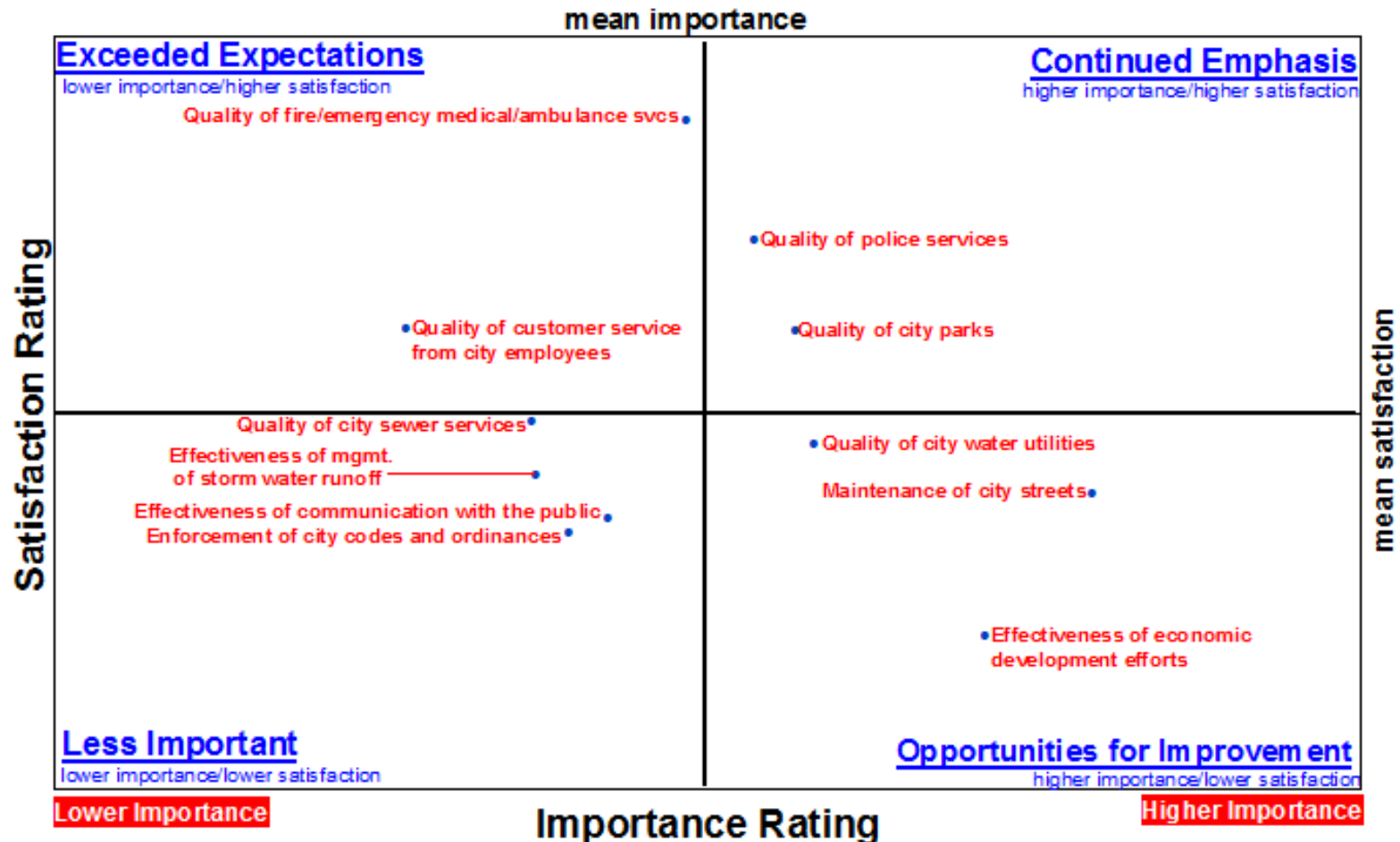
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 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)



Source: ETC Institute (2014)



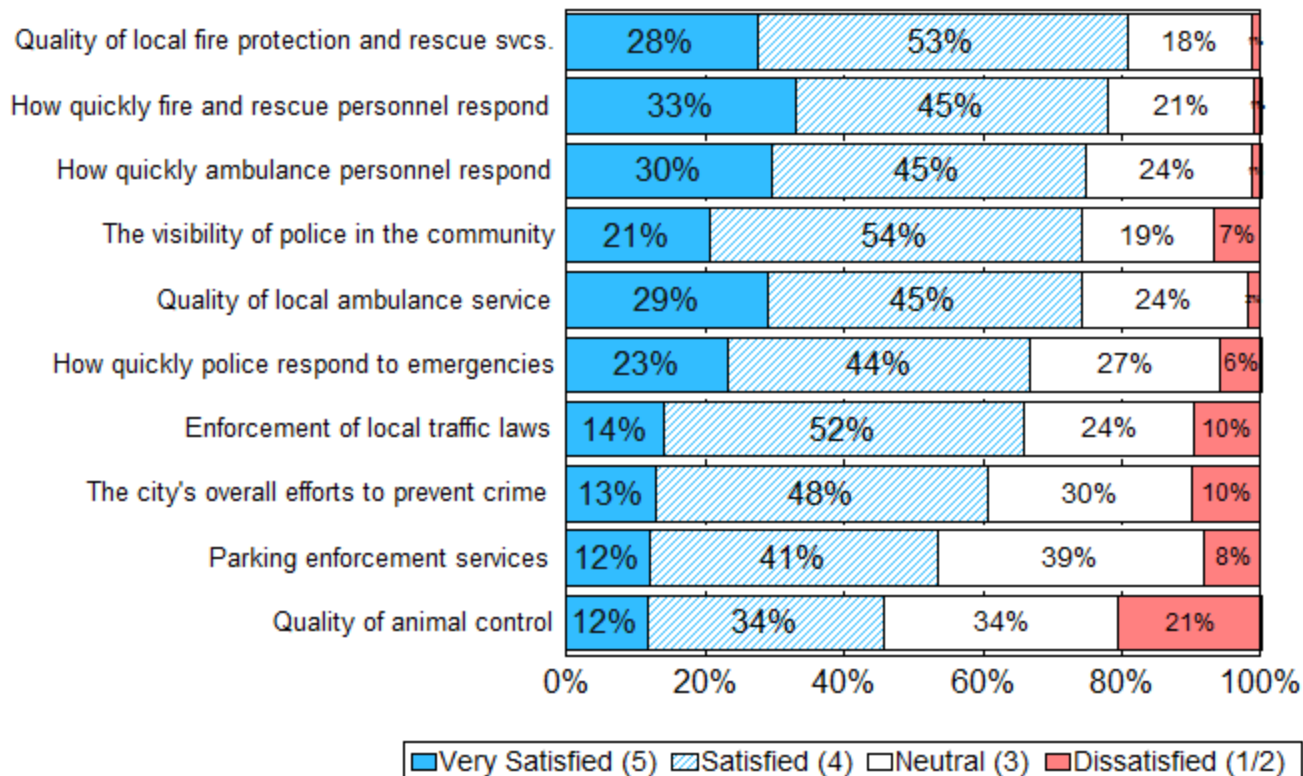
*Topic 3*

# *Public Safety Services*



## Q6a-j. Satisfaction with Public Safety

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

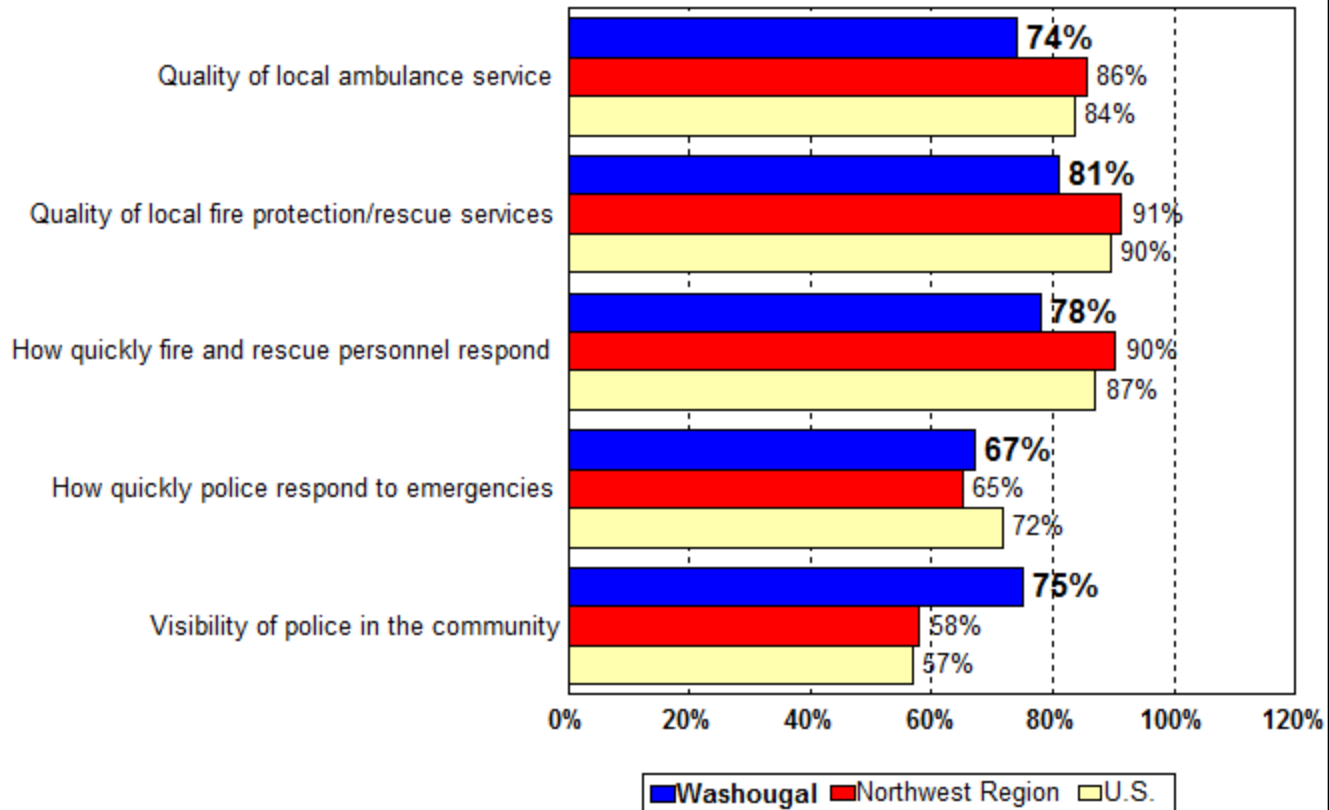


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings of Public Safety Services Washougal vs. Northwest Region vs. the U.S.

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



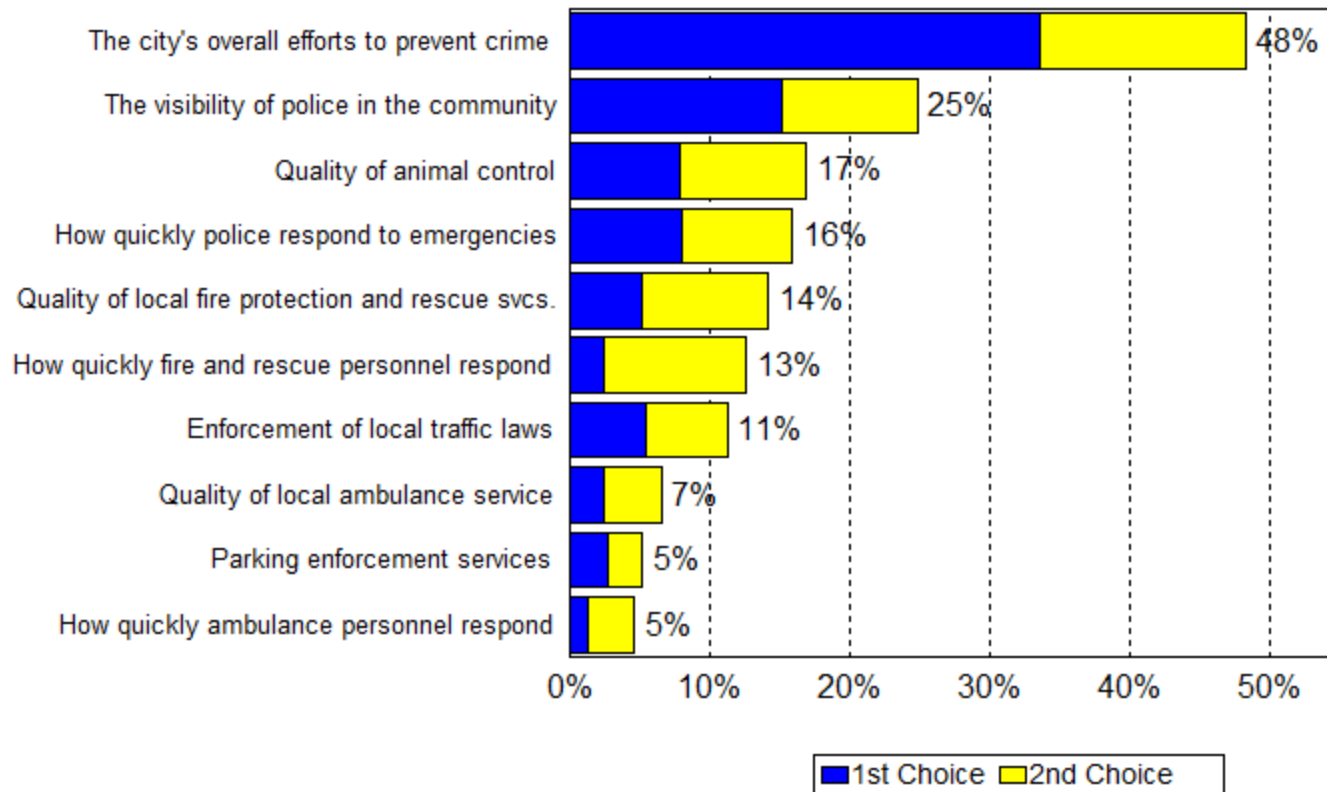
Source: 2014 ETC Institute

# HOW WASHOUGAL COMPARES



## Public Safety 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 two choices



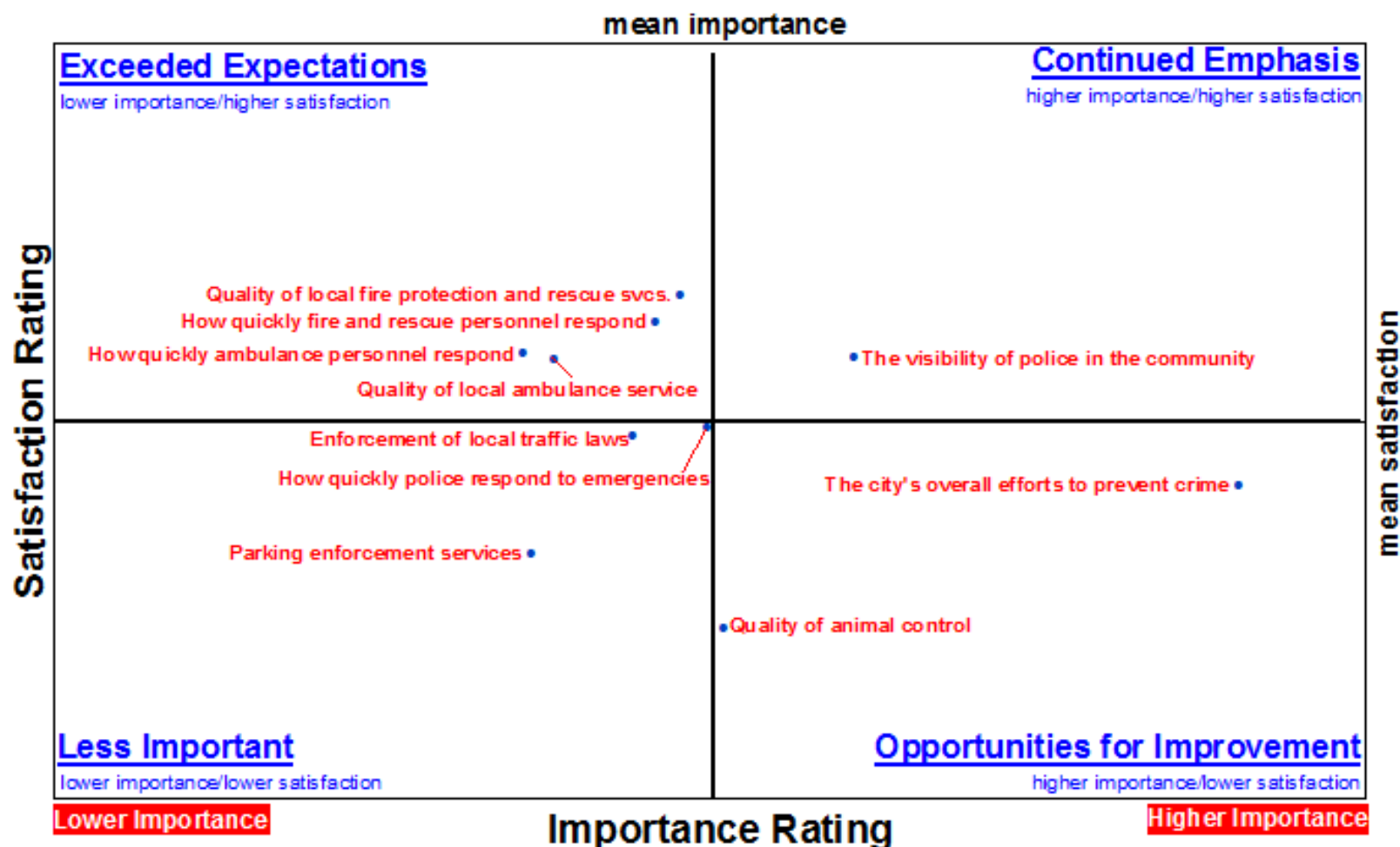
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

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



Source: ETC Institute (2014)



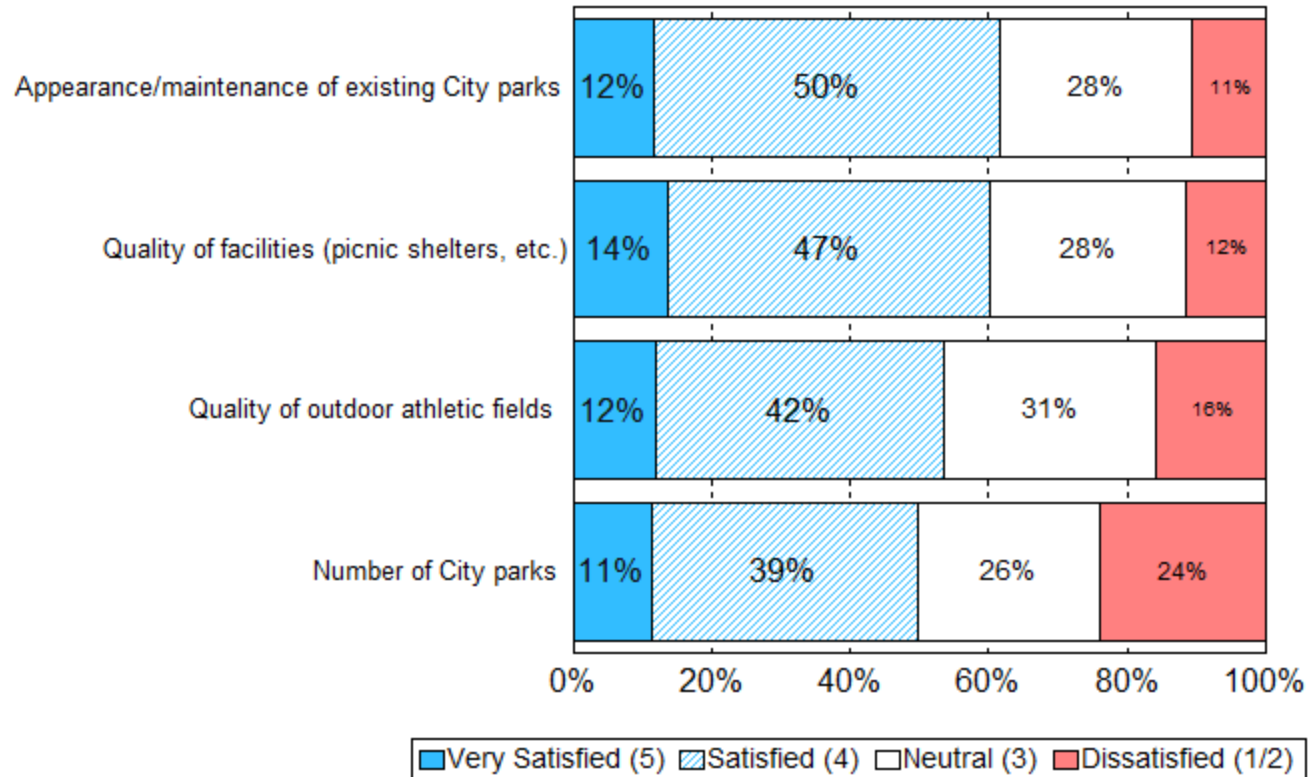
# *Topic 4*

# *Parks*



## Q6k-n. Satisfaction with Parks

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



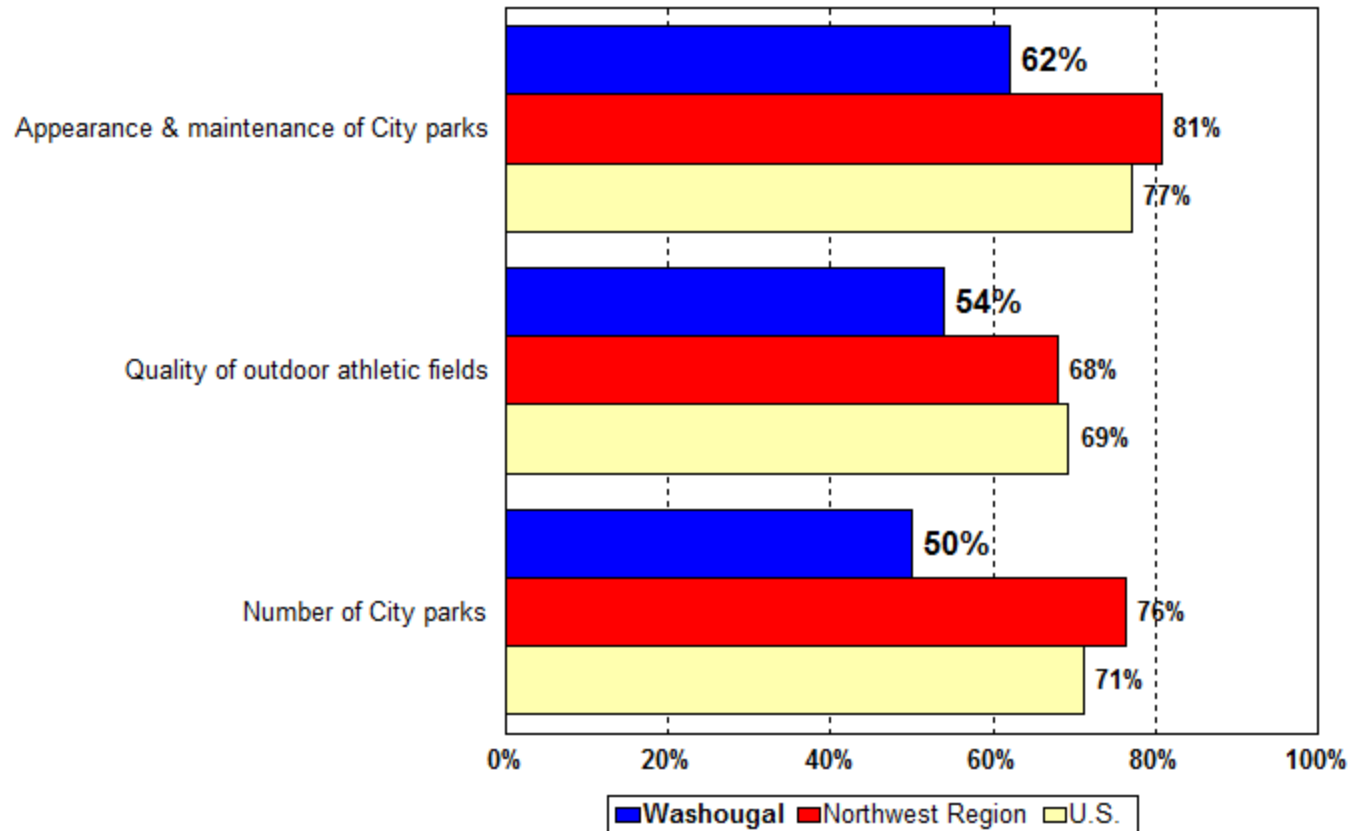
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings for Parks

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

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

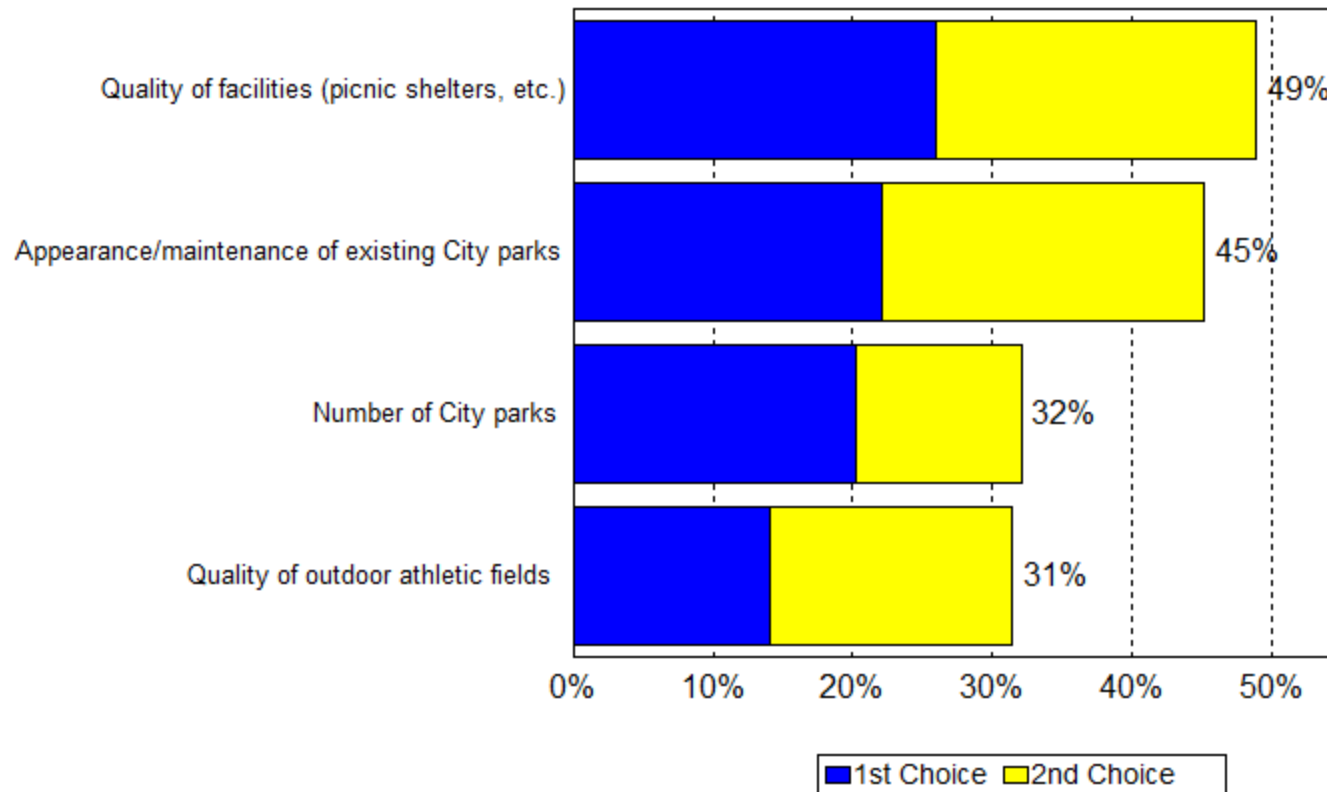


# HOW WASHOUGAL COMPARES



# Park Services that Should Receive the Most Emphasis Over the Next Two Years

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



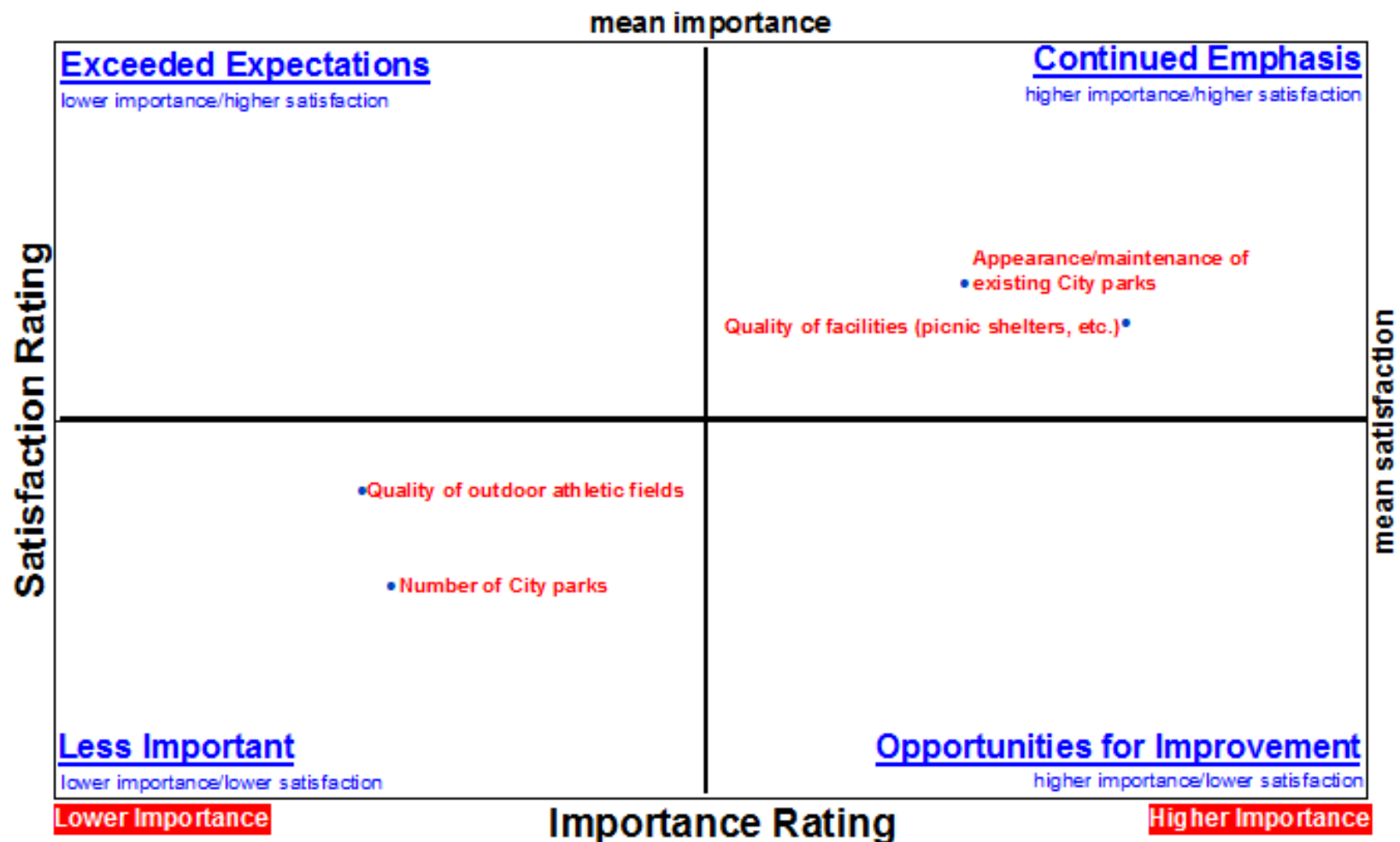
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

## -Parks-

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



Source: ETC Institute (2014)

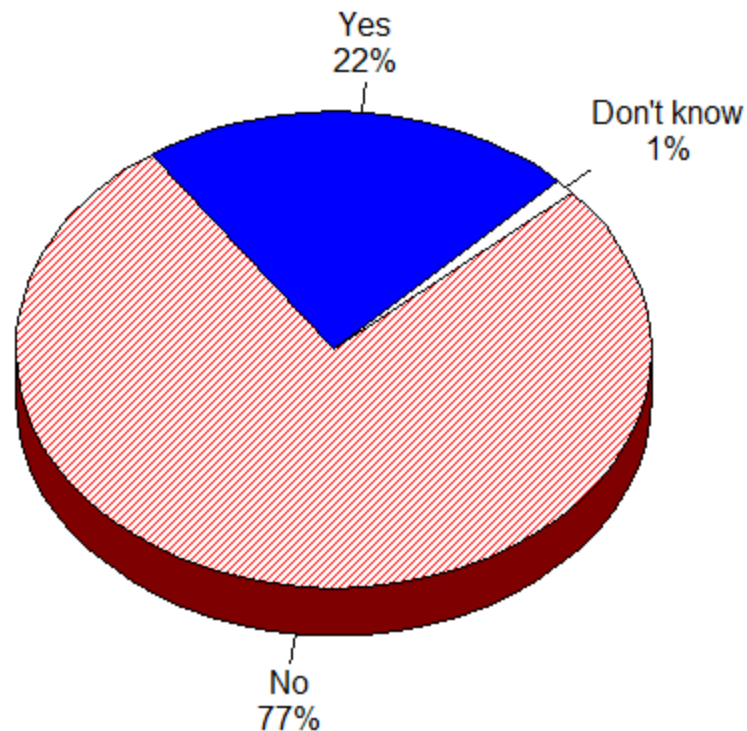


# *Topic 5*

# *Communication*



Q5. Have any members of your household attended or watched any Washougal public meeting in the last year?

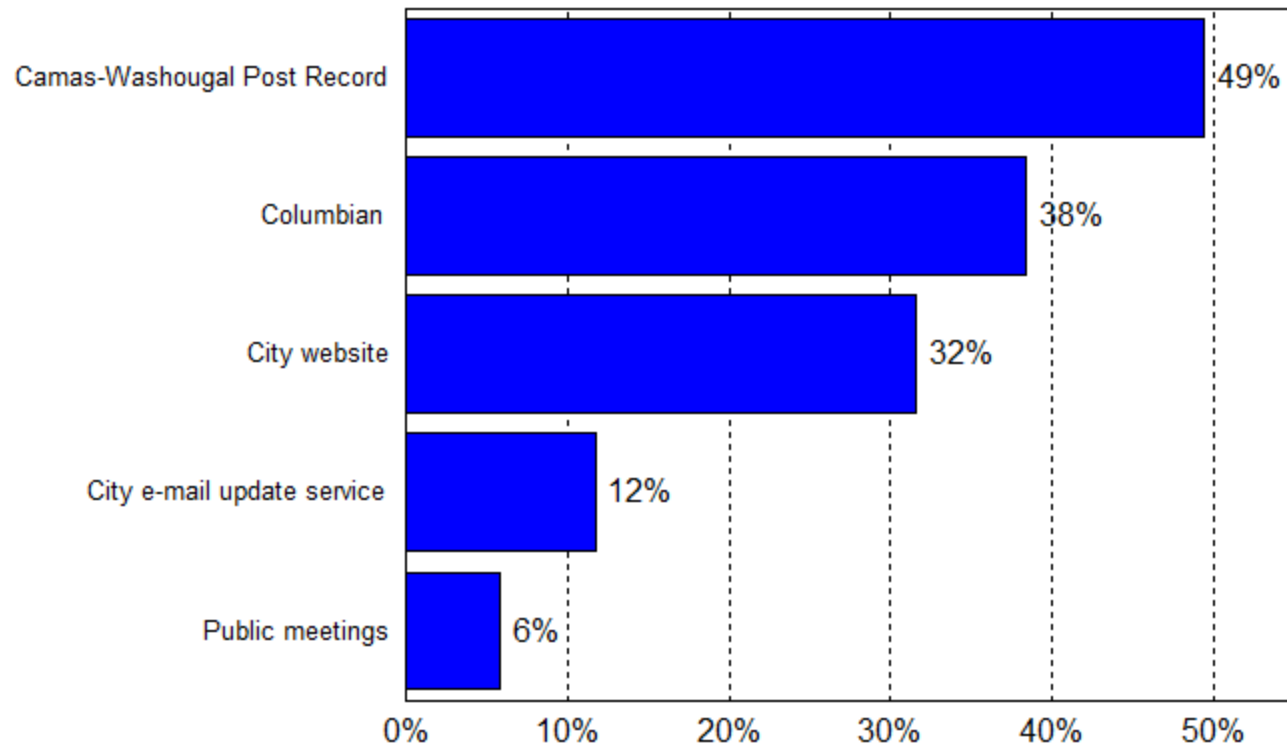


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q7. Where Residents Currently Get News and Information About City Programs, Services and Events

by percentage of respondents (multiple selections could be made)

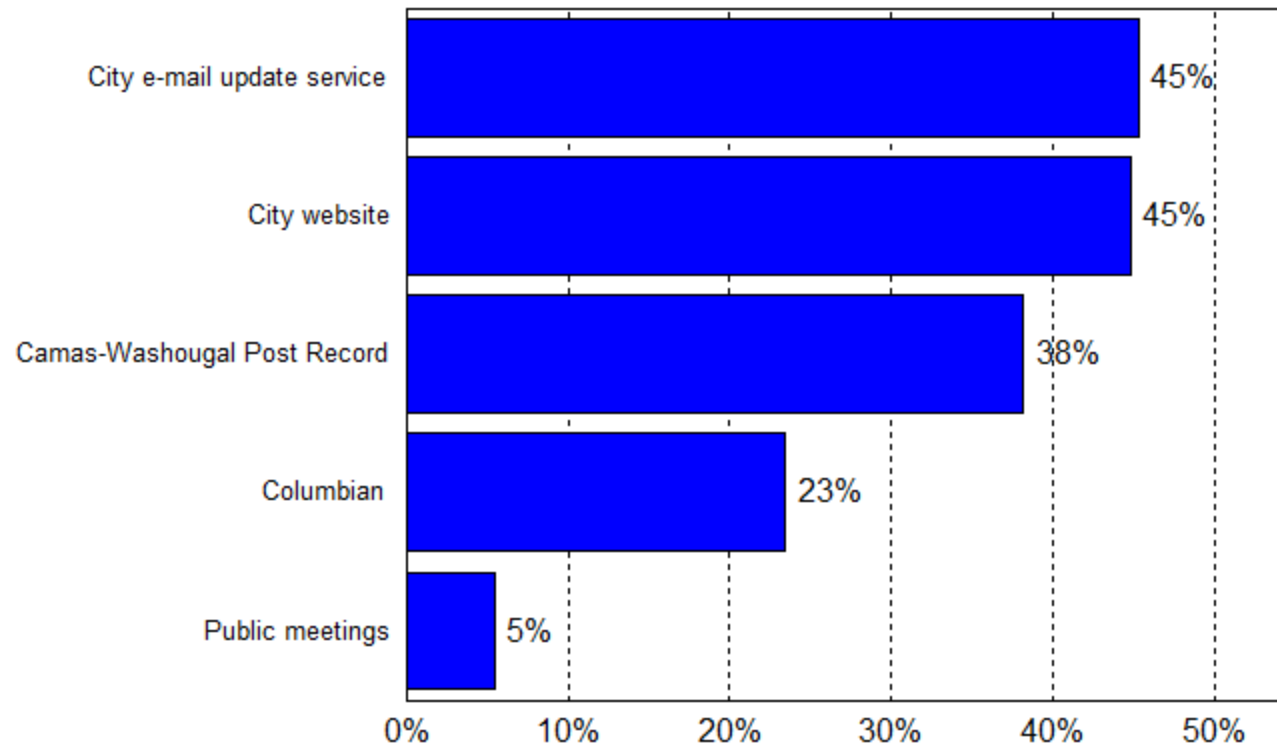


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q8. TWO Sources of Information Residents Prefer to Get Information from the City

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

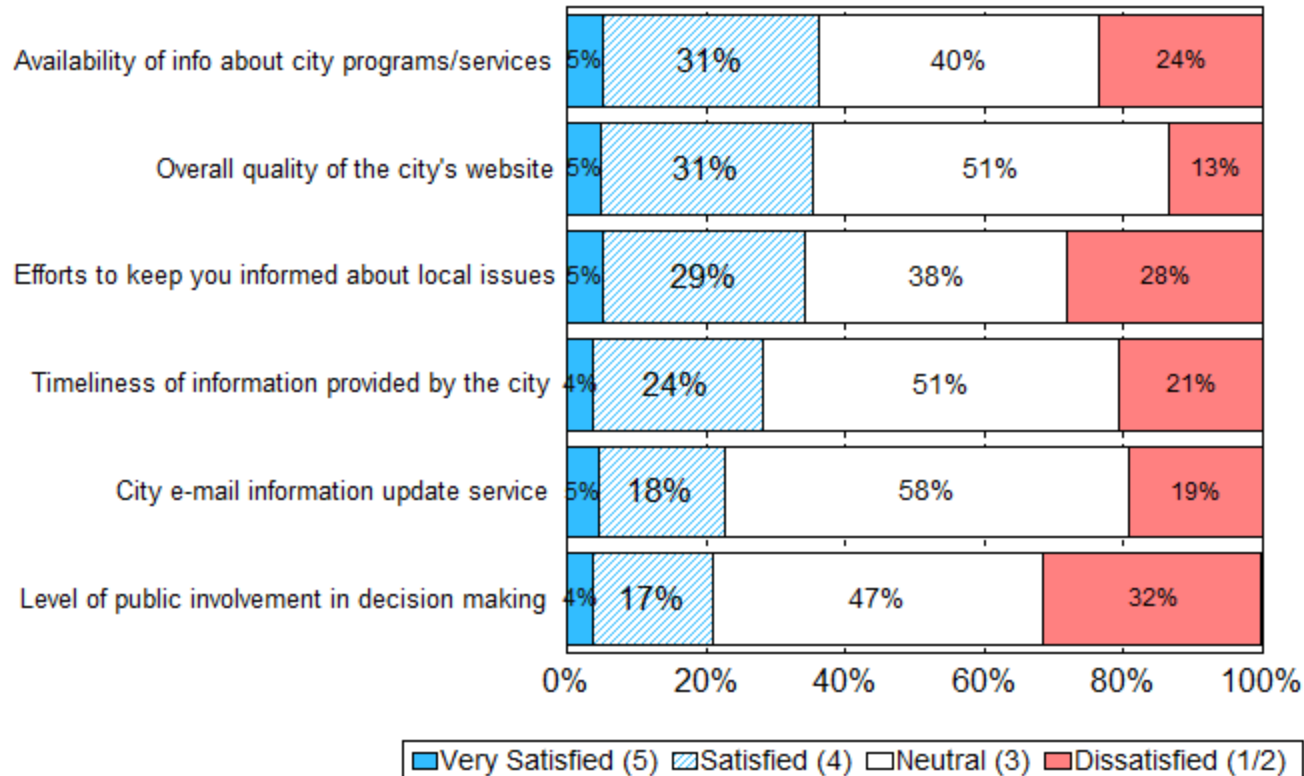


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q6o-t. Satisfaction with Communication

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

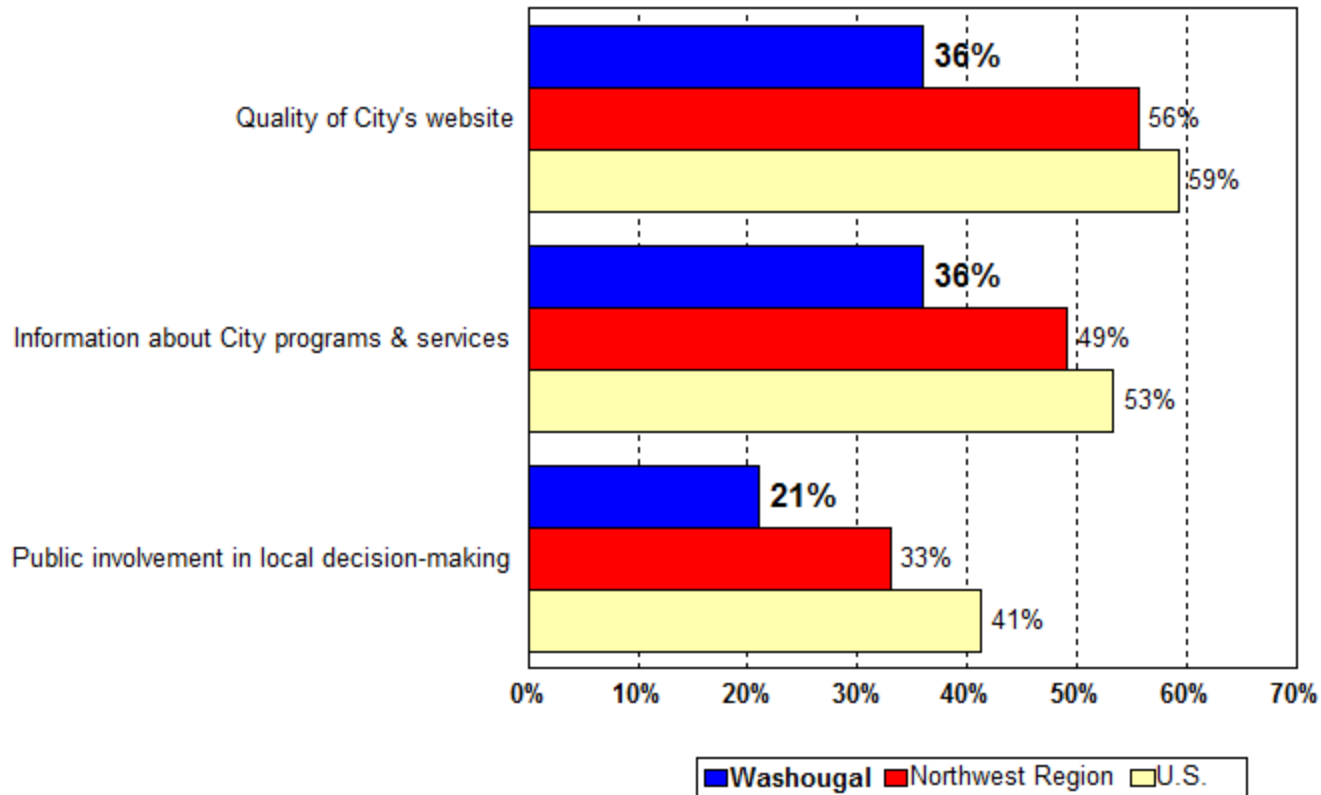


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings of Communication Services Washougal vs. Northwest Region vs. the U.S.

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



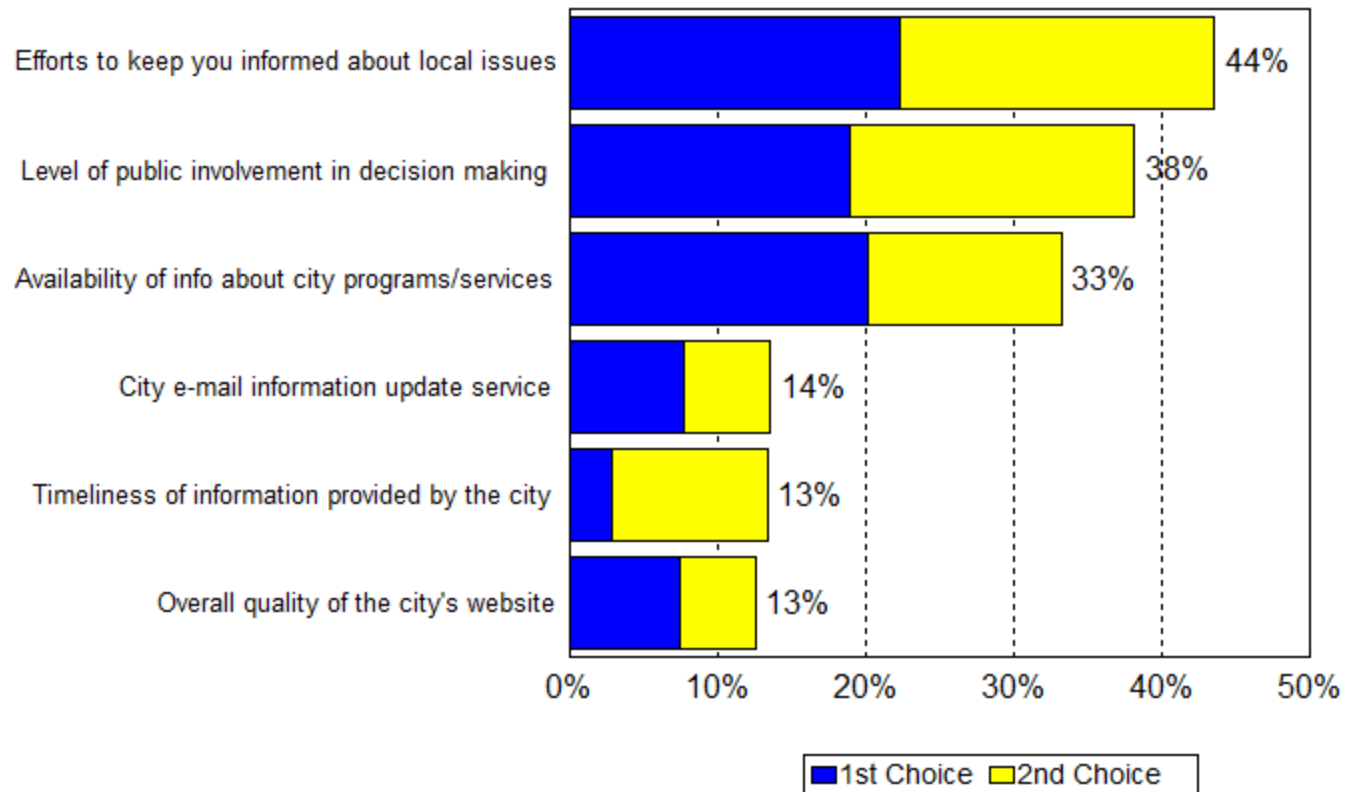
Source: 2014 ETC Institute

# HOW WASHOUGAL COMPARES



## Communication Issues That Should Receive the Most Emphasis Over the Next 2 Years

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



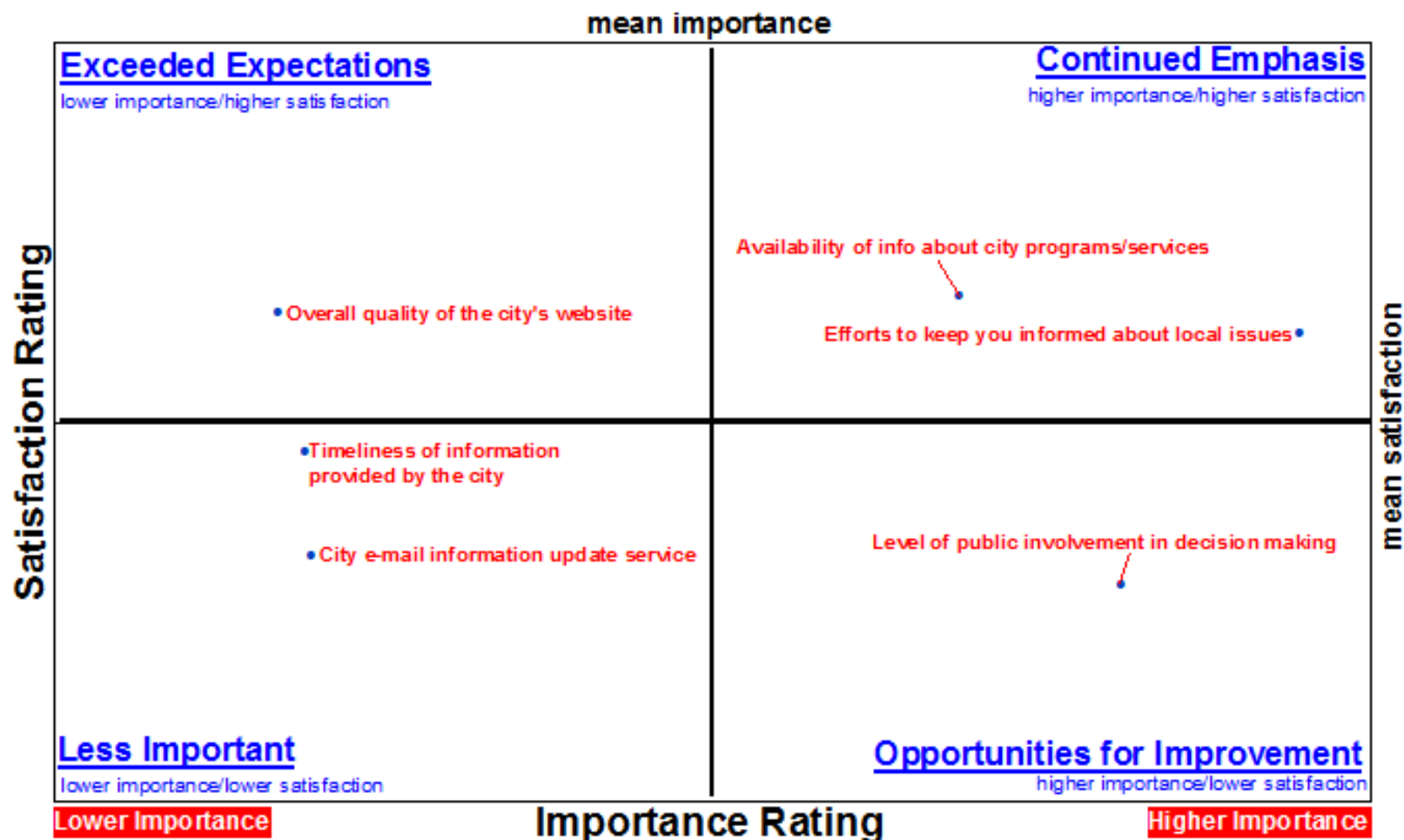
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

## -Communication-

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



Source: ETC Institute (2014)



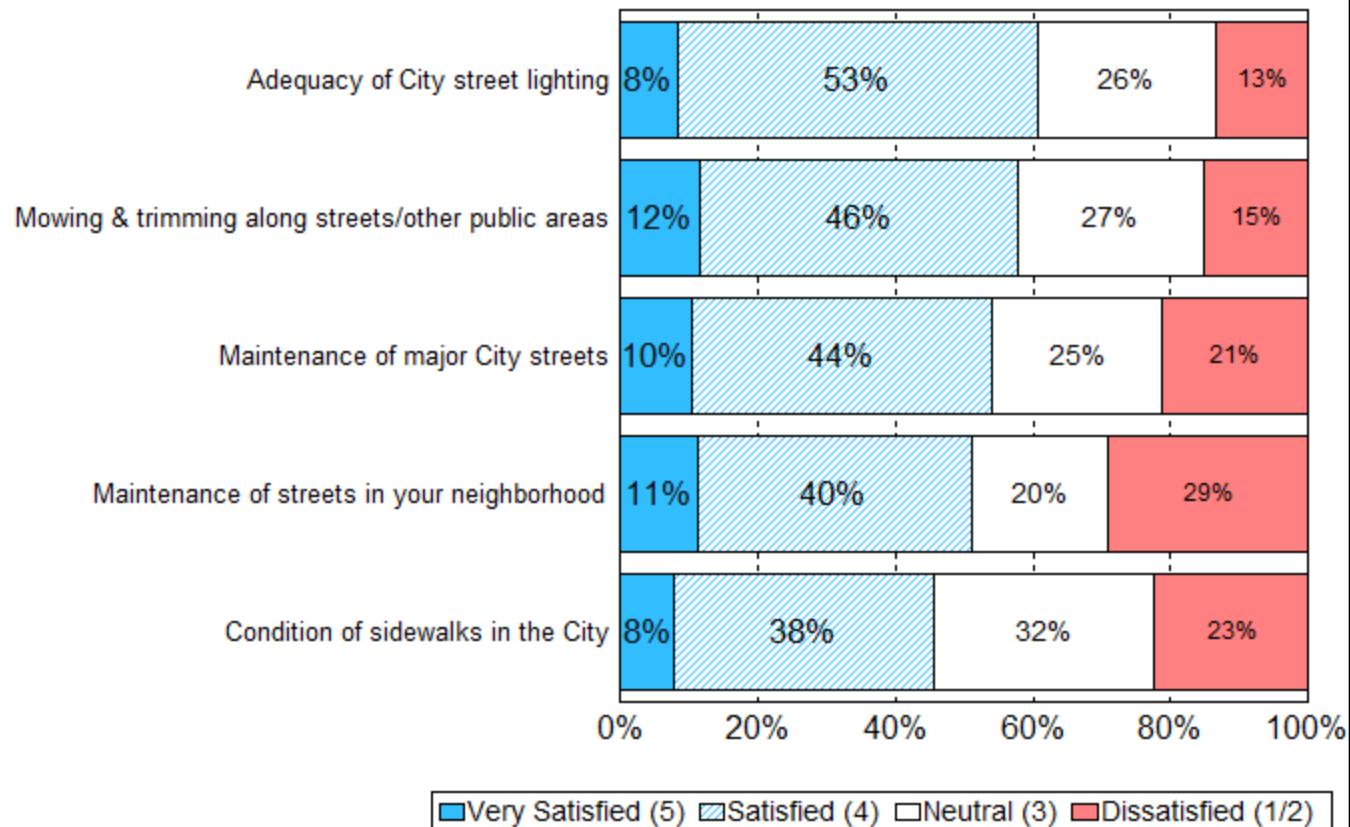
*Topic 6*

*City Streets*



## Q6u-y. Satisfaction With Streets

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

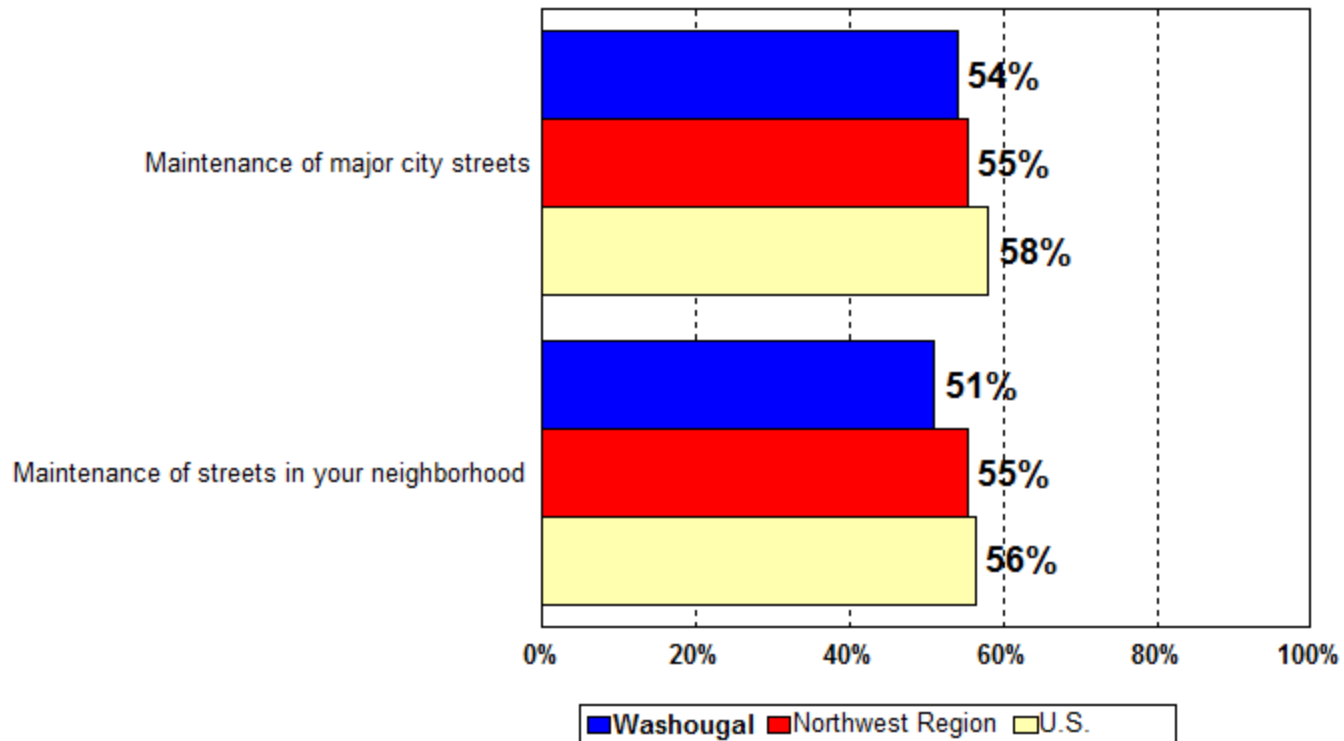


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings of Street Maintenance Services Washougal vs. Northwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



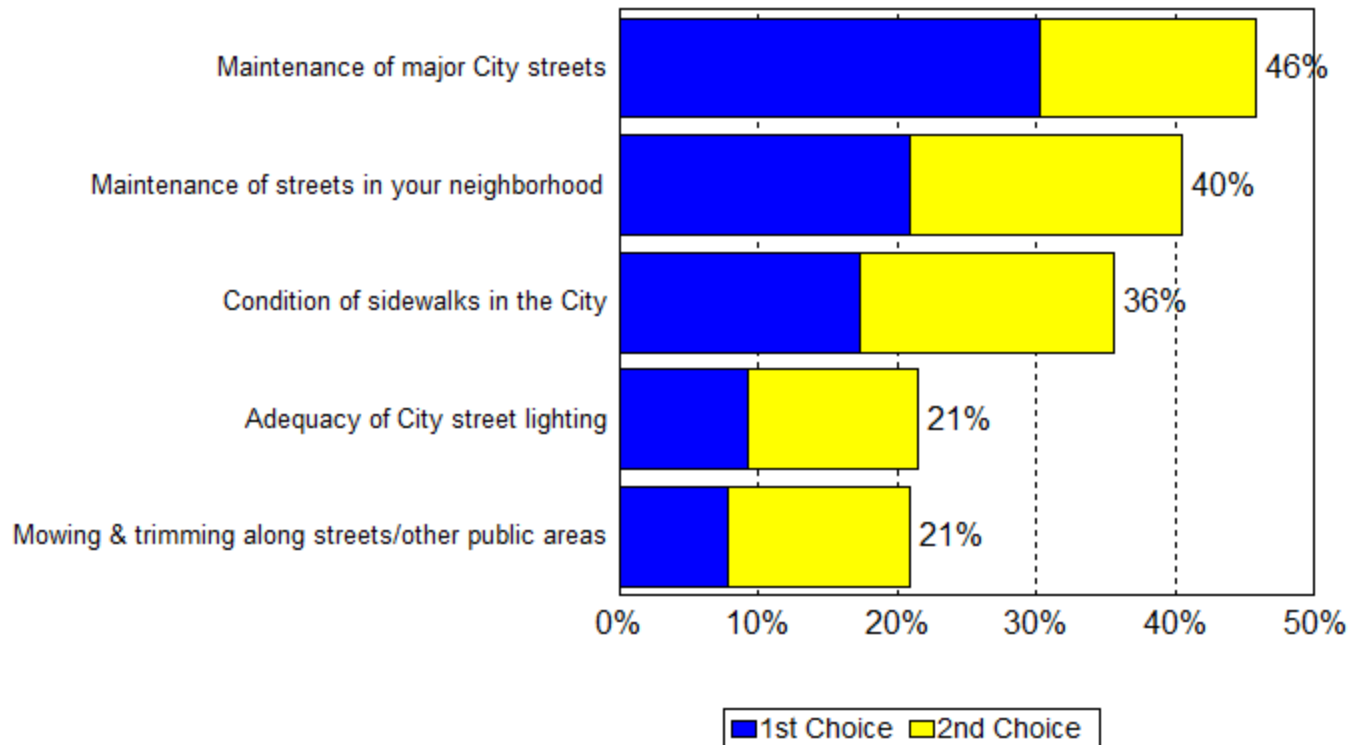
Source: 2014 ETC Institute

# HOW WASHOUGAL COMPARES



## Street Issues That Should Receive the Most Emphasis Over the Next 2 Years

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

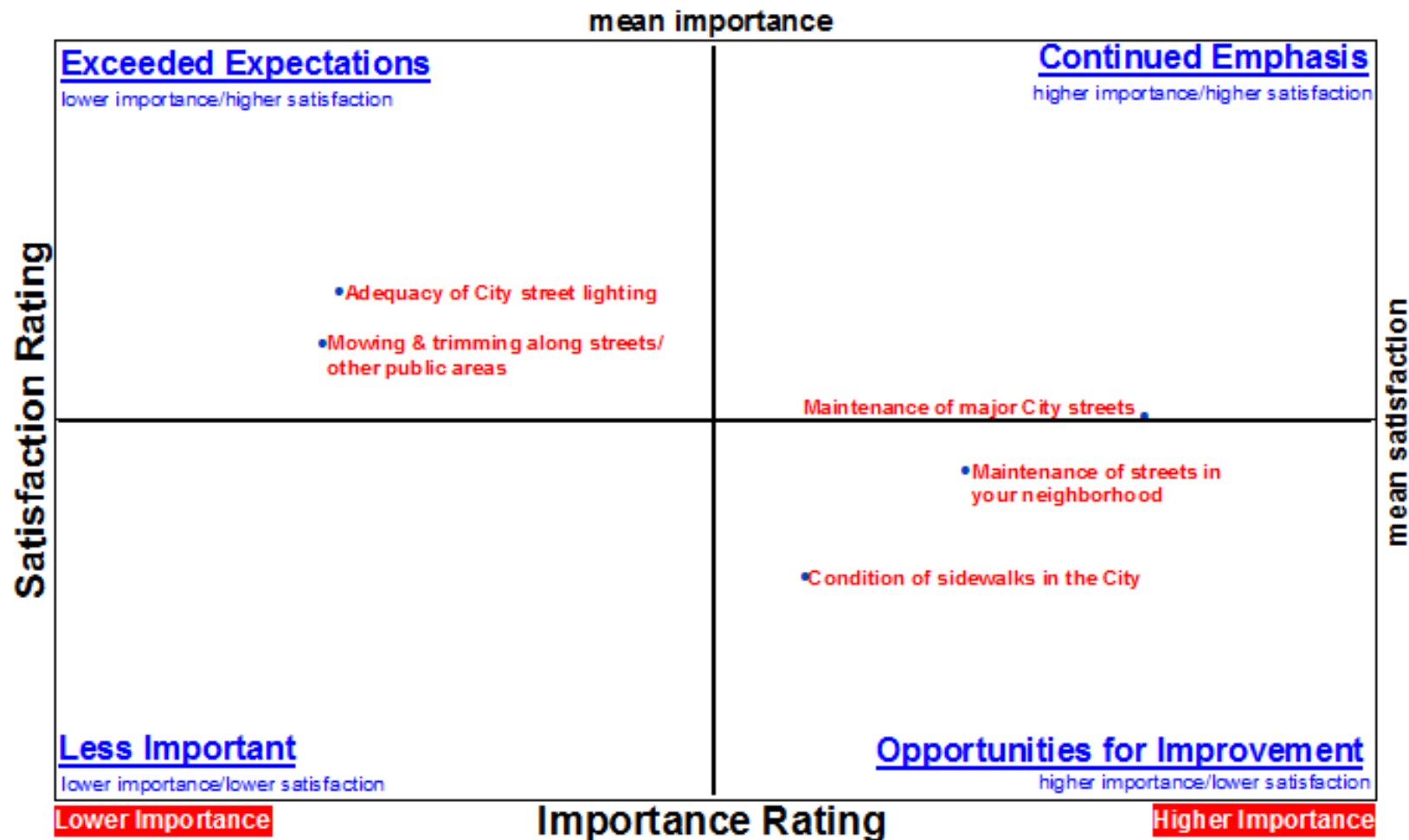


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix -Streets-

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



Source: ETC Institute (2014)



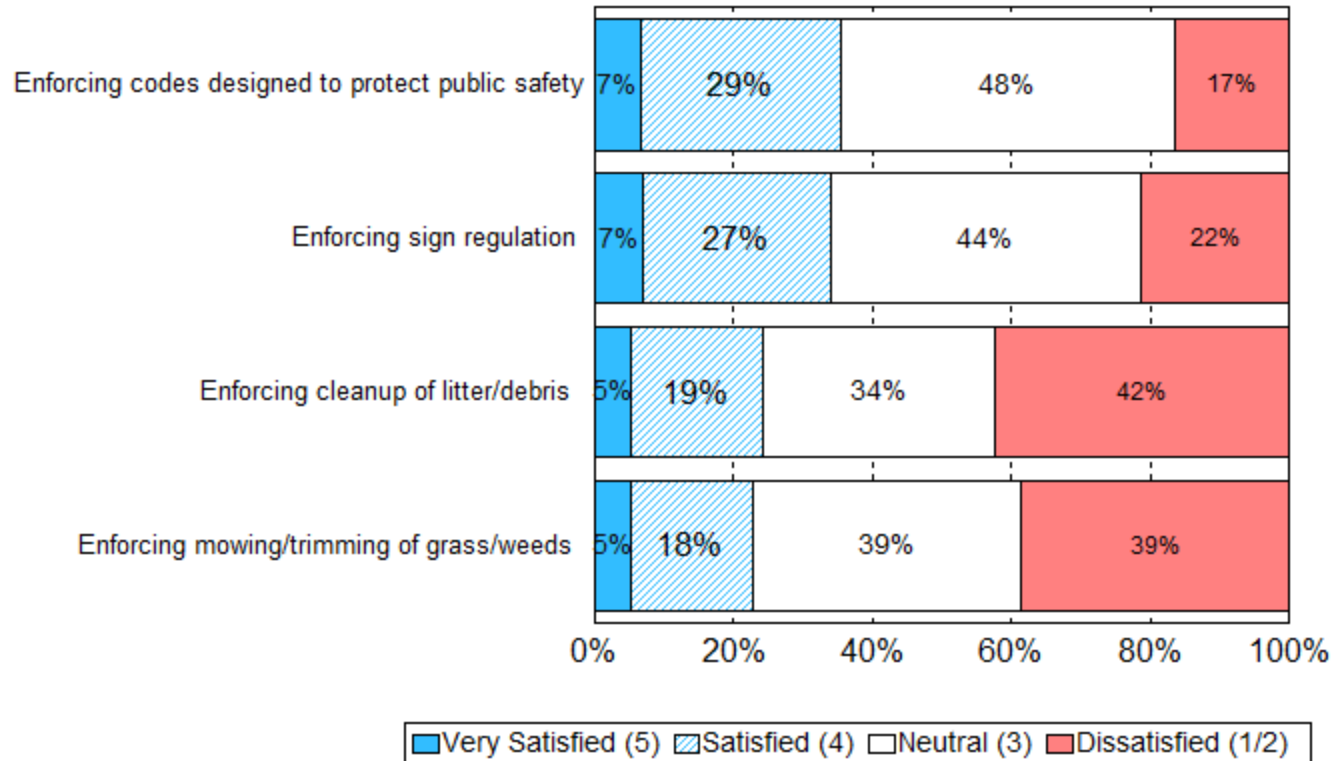
*Topic 7*

# *Code Enforcement*



## Q6(1-4). Satisfaction With Code Enforcement

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

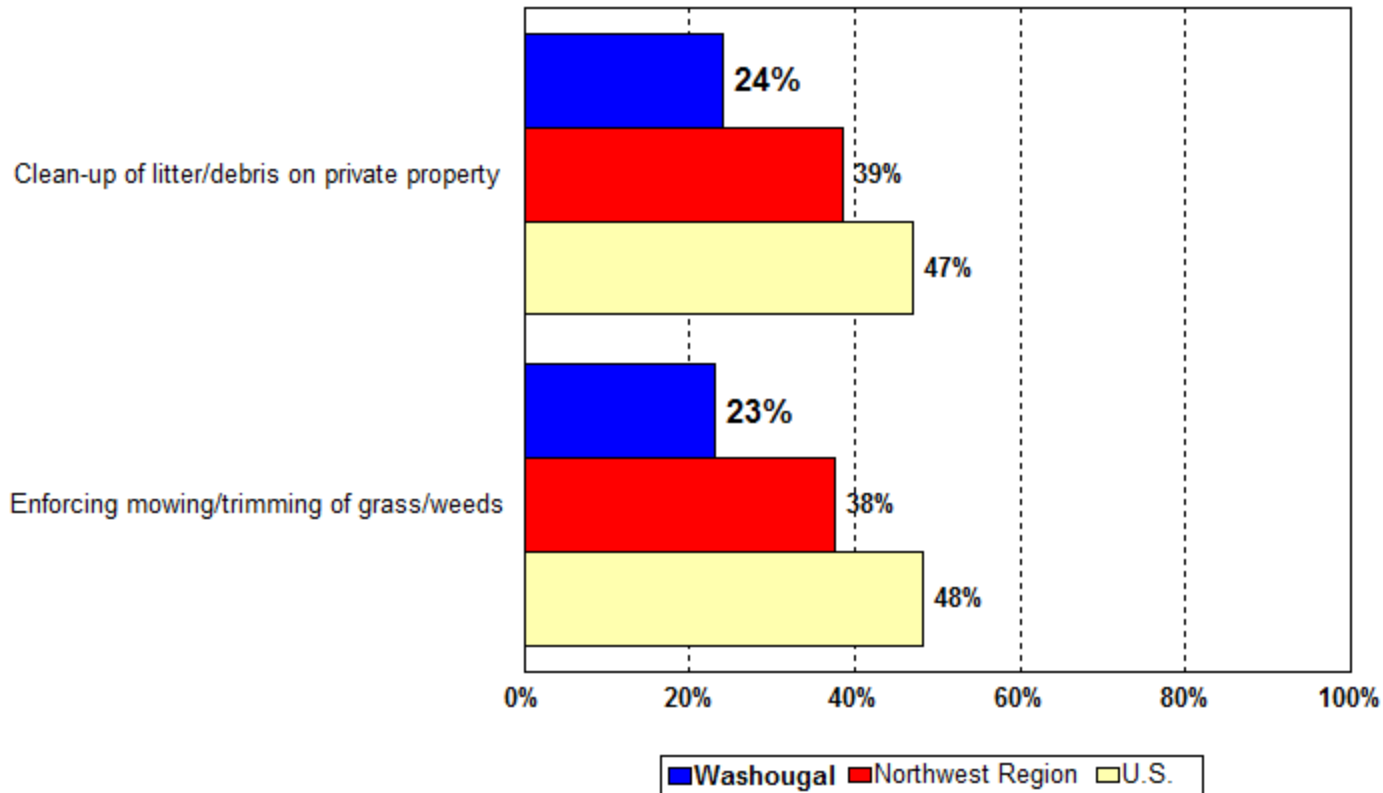


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Ratings of the Enforcement of Codes and Ordinances Washougal vs. Northwest Region vs. the U.S.

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



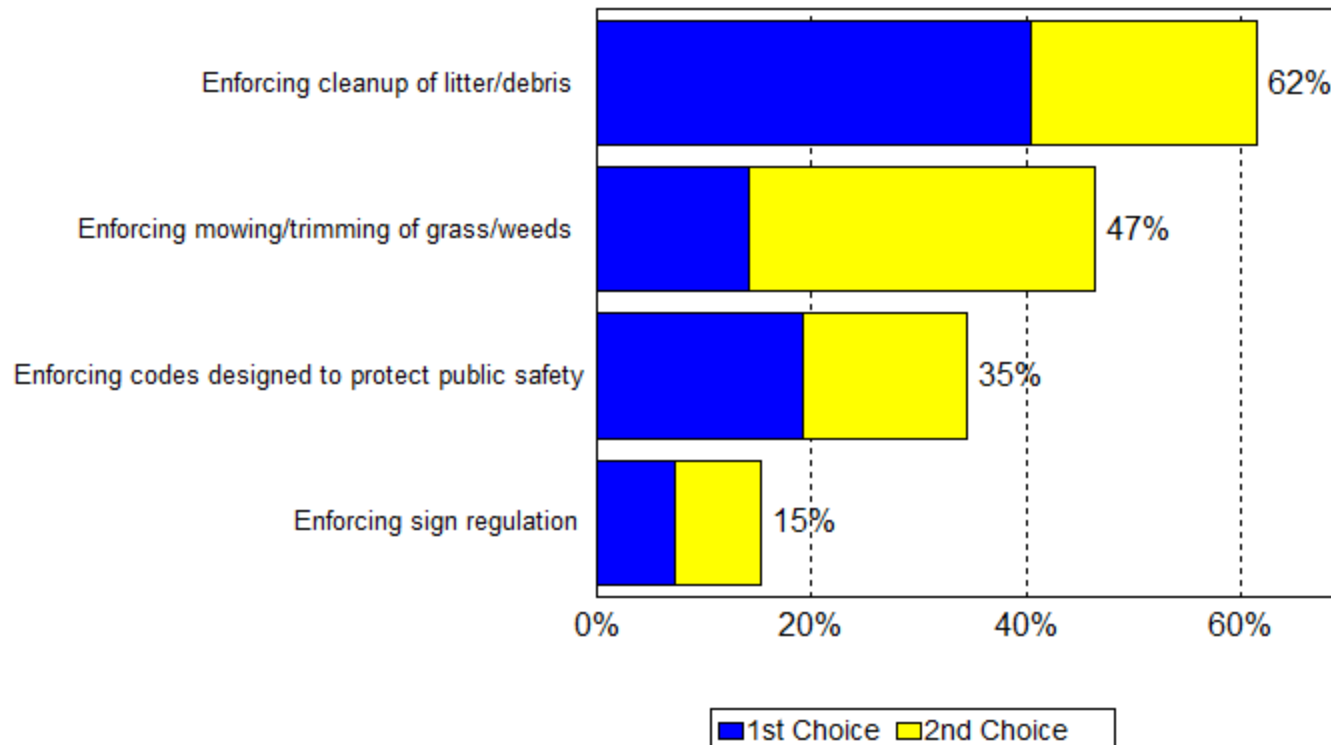
Source: 2014 ETC Institute

# HOW WASHOUGAL COMPARES



## Code Enforcement Issues That Should Receive the Most Emphasis Over the Next 2 Years

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



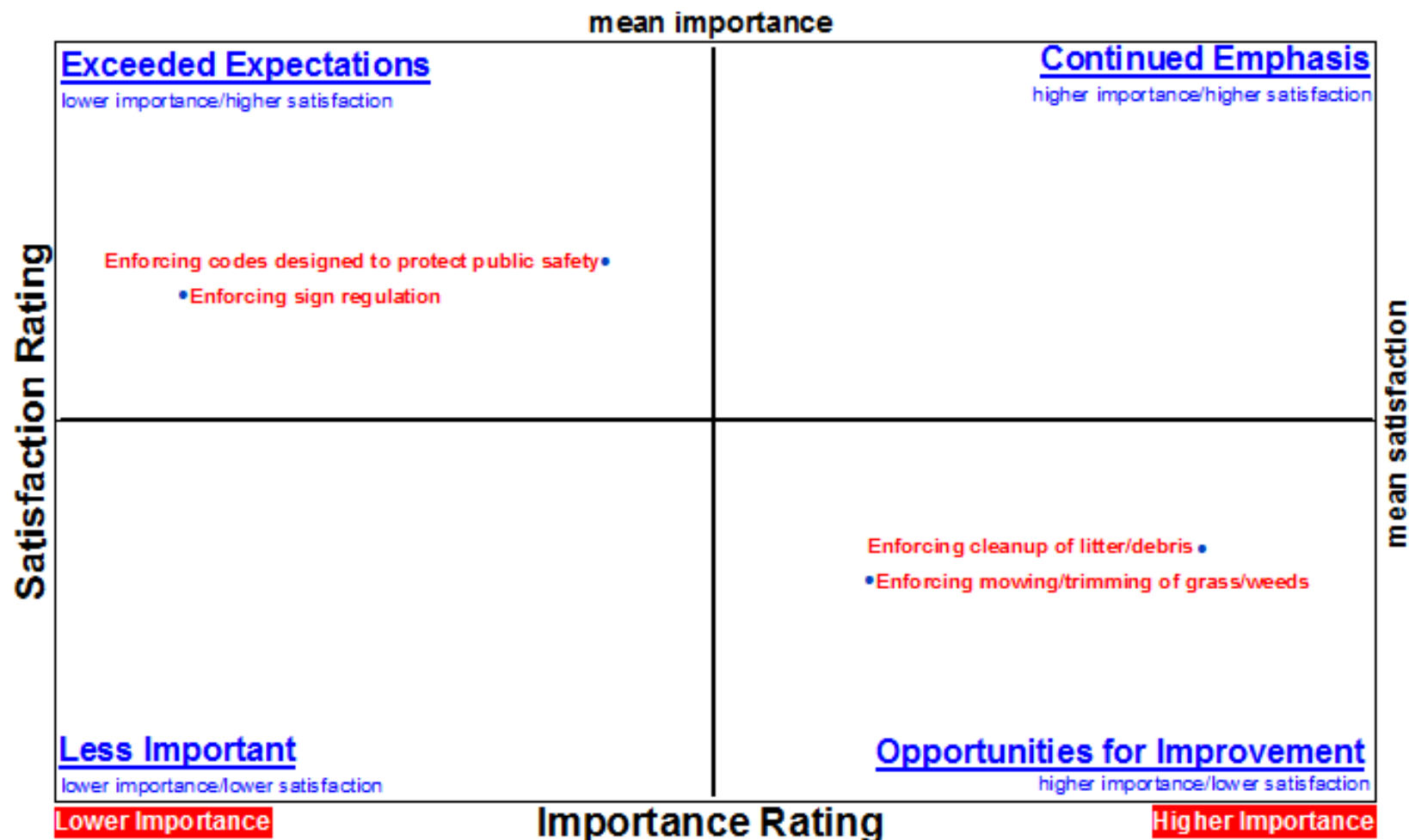
Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# 2014 City of Washougal DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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



Source: ETC Institute (2014)



The background is a solid blue color with decorative wavy lines in a lighter shade of blue at the top.

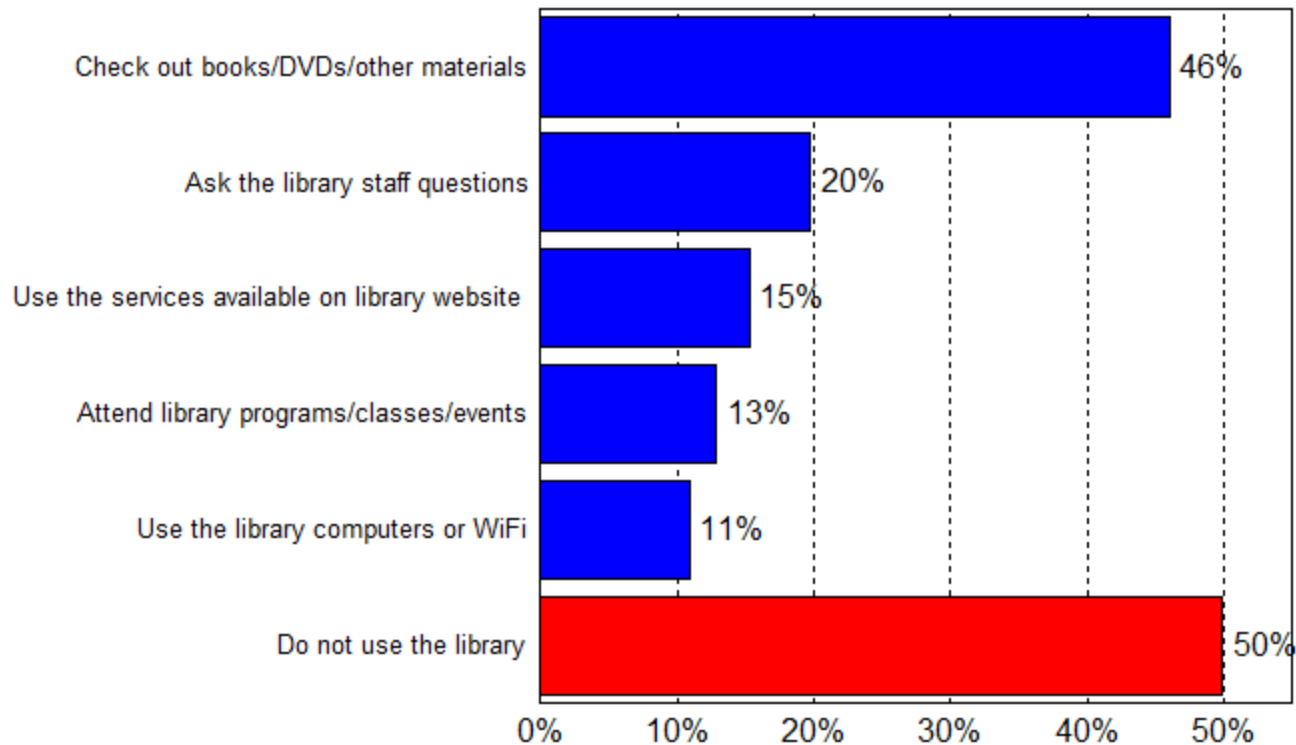
# *Topic 8*

# *Library Use*



## Q9. How Residents Currently Use the Public Library

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



*Topic 9*

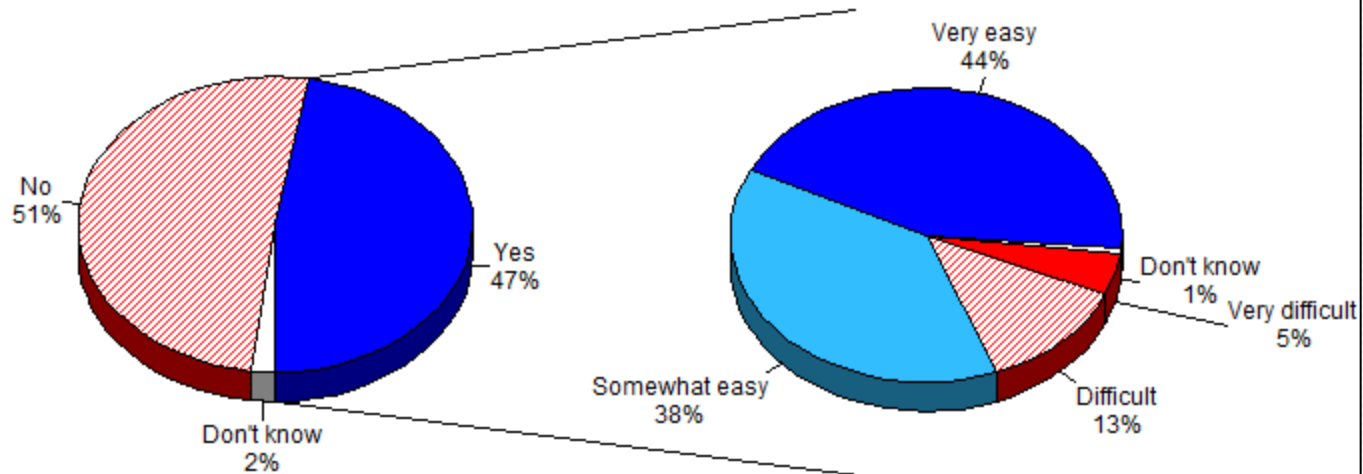
# *Customer Service*



## Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

### Q10a. How easy was it to contact the person you needed to reach?

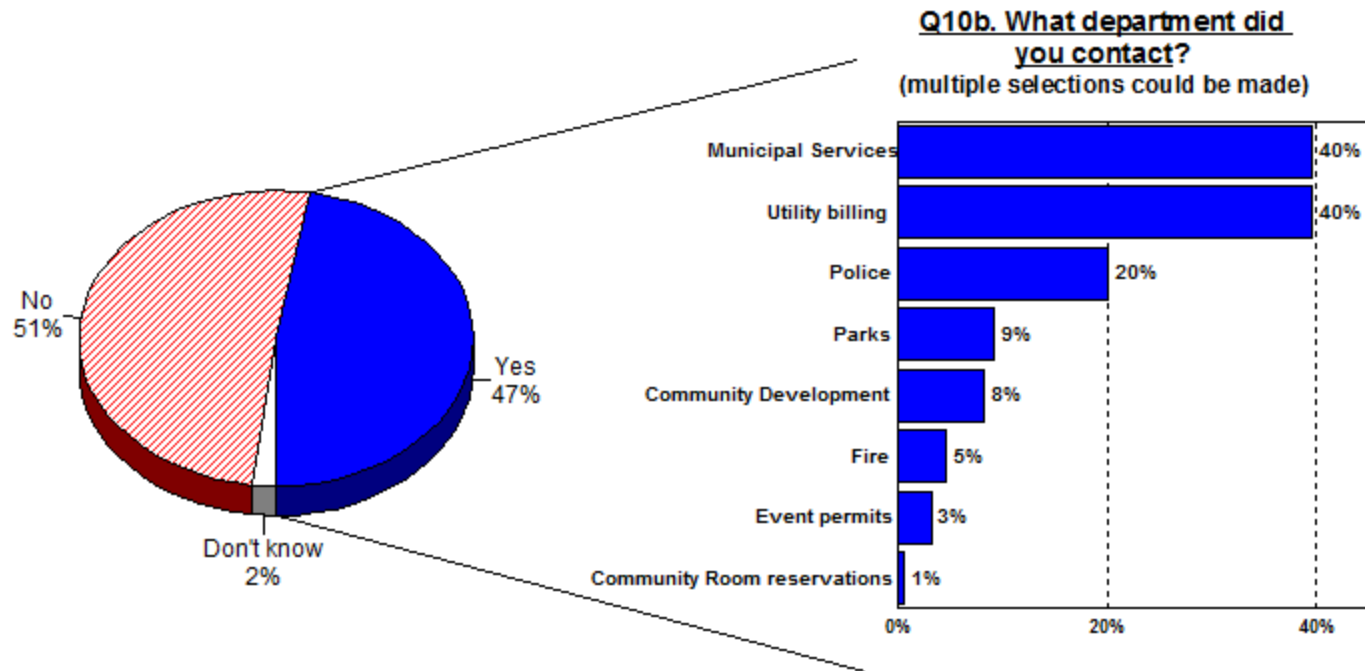


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q10. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

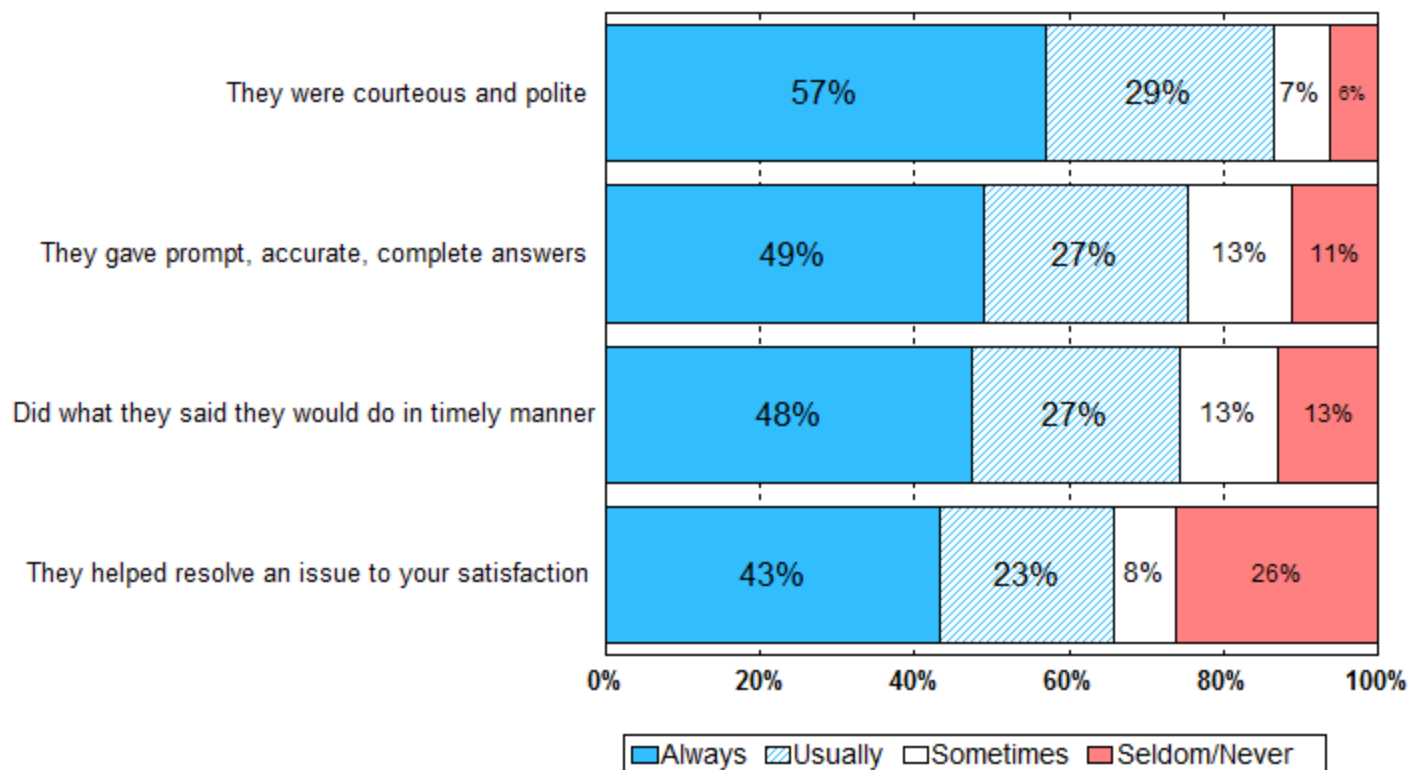


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q10c. How often did the employees contacted display the following behaviors?

by percentage of respondents who contacted the City during the past year (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



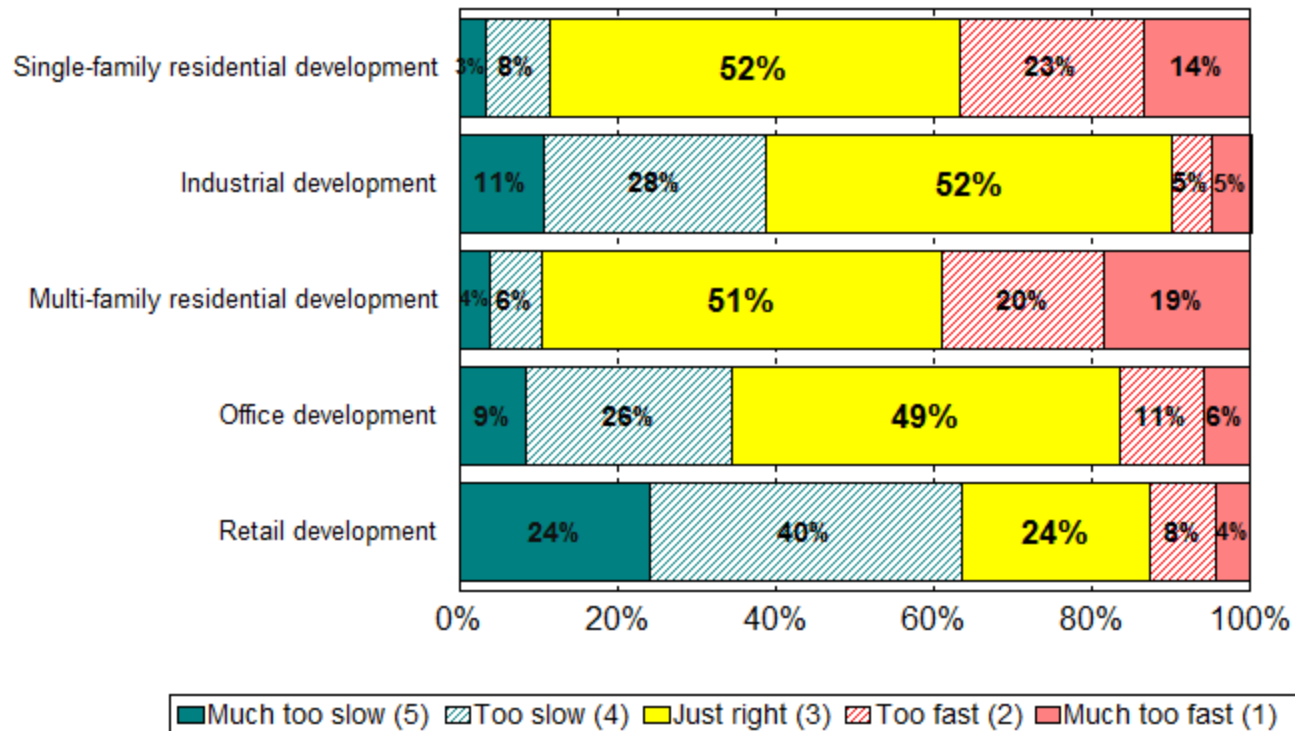
## *Topic 10*

# *Perceptions of Development*



## Q11. How Residents Rate the City's Current Pace of Development

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



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



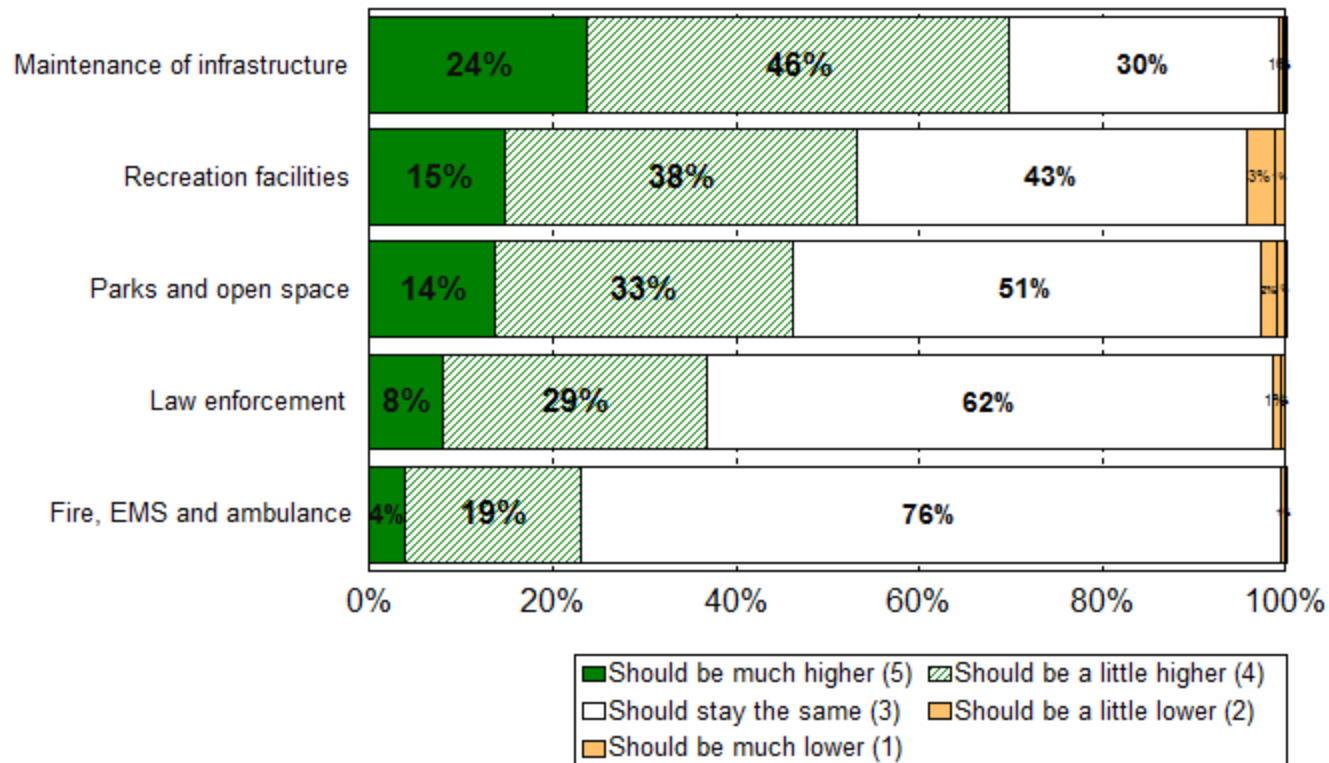
## *Topic 11*

# *Other Funding and Policy Issues*



## Q12. How the Level of Service Provided by the City Should Change

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

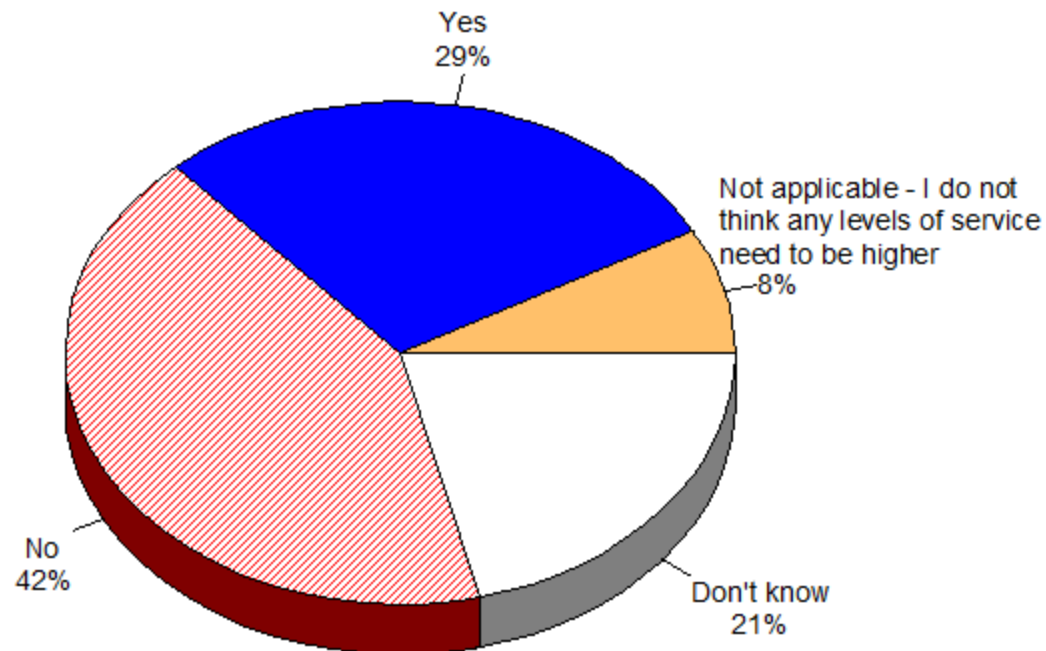


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



### Q13. Would you be willing to pay more in taxes or fees to support an increase in service levels?

by percentage of respondents

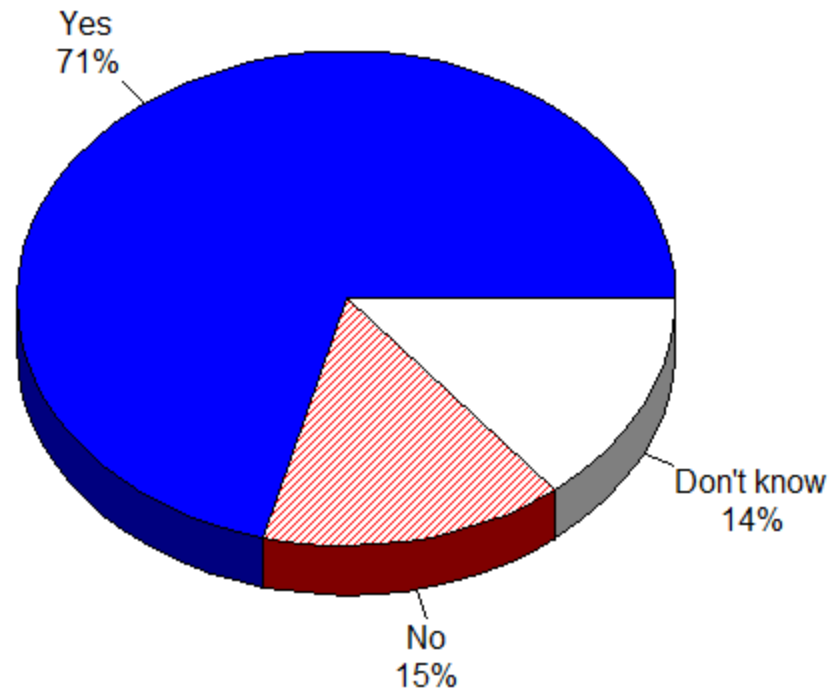


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



**Q14. To maintain existing levels of Fire, EMS and ambulance services, do you support renewing the 2007-2012 property tax levy lid lift?**

by percentage of respondents

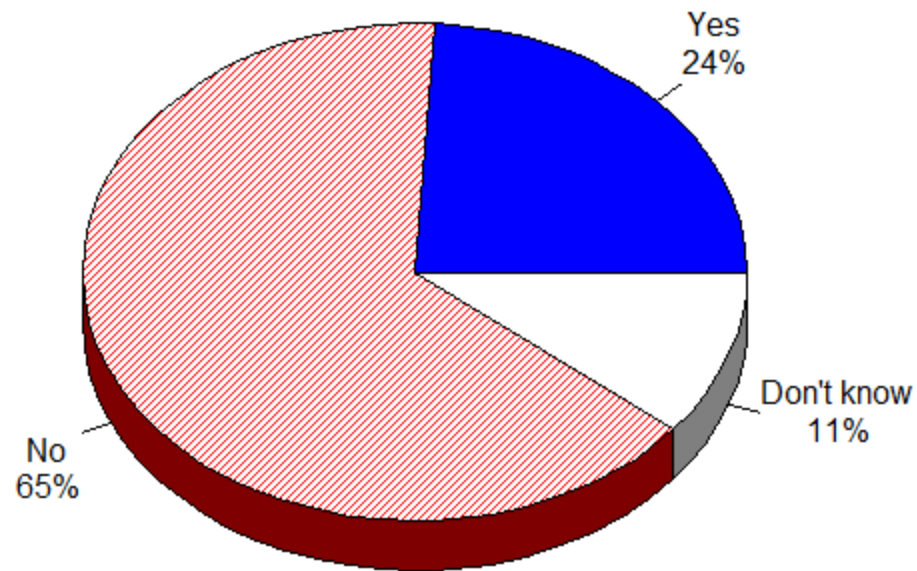


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



**Q16. To maintain the overall pavement condition of city streets, do you support a new \$20 annual vehicle license tab renewal fee?**

by percentage of respondents

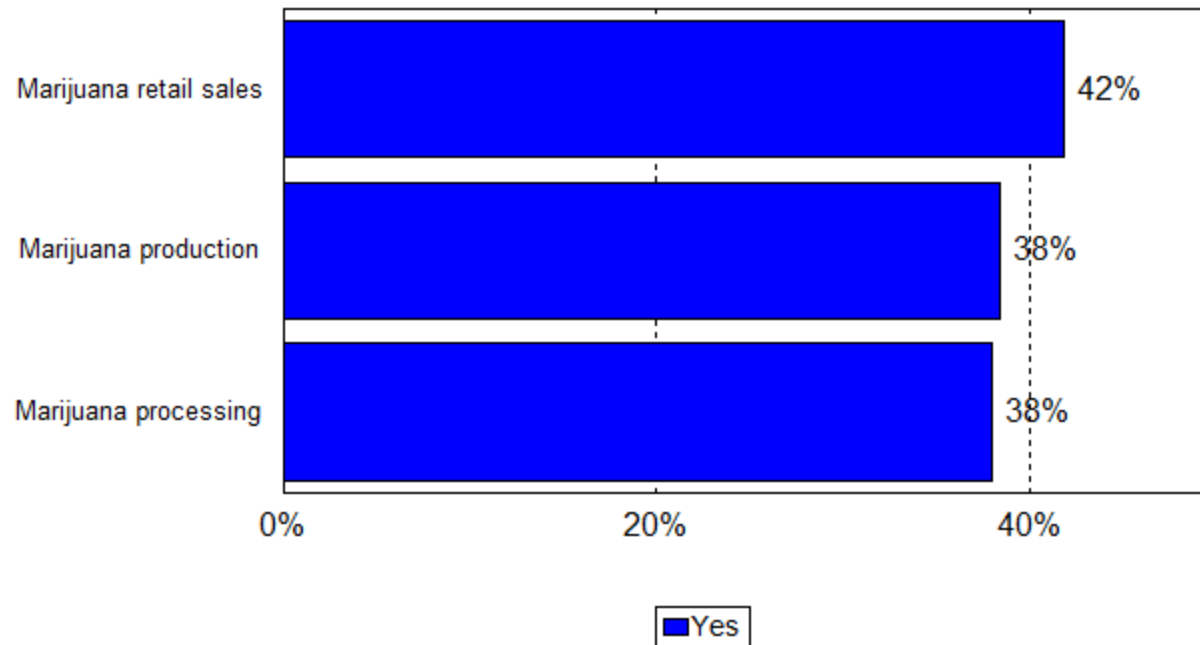


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



## Q15. Do you support allowing the following in Washougal?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2014 - Washougal, WA)



# Summary

- **The City has a good brand.**
  - ❑ Overall satisfaction rating is above regional and national averages
  - ❑ Ratings for individual services are generally below regional and national ratings
- **Top Priorities for Improvement: Economic Development and Street Maintenance**
- **Enhanced communication with residents should improve satisfaction with City services**
- **Many residents want expanded city services but they are not willing to pay for them**
- **Residents generally support a renewal of the 2007-12 tax levy lid lift for public safety**



# Questions?

THANK YOU!!