

# *City of Washougal* *2016 Community* *Survey Findings*

Presented by



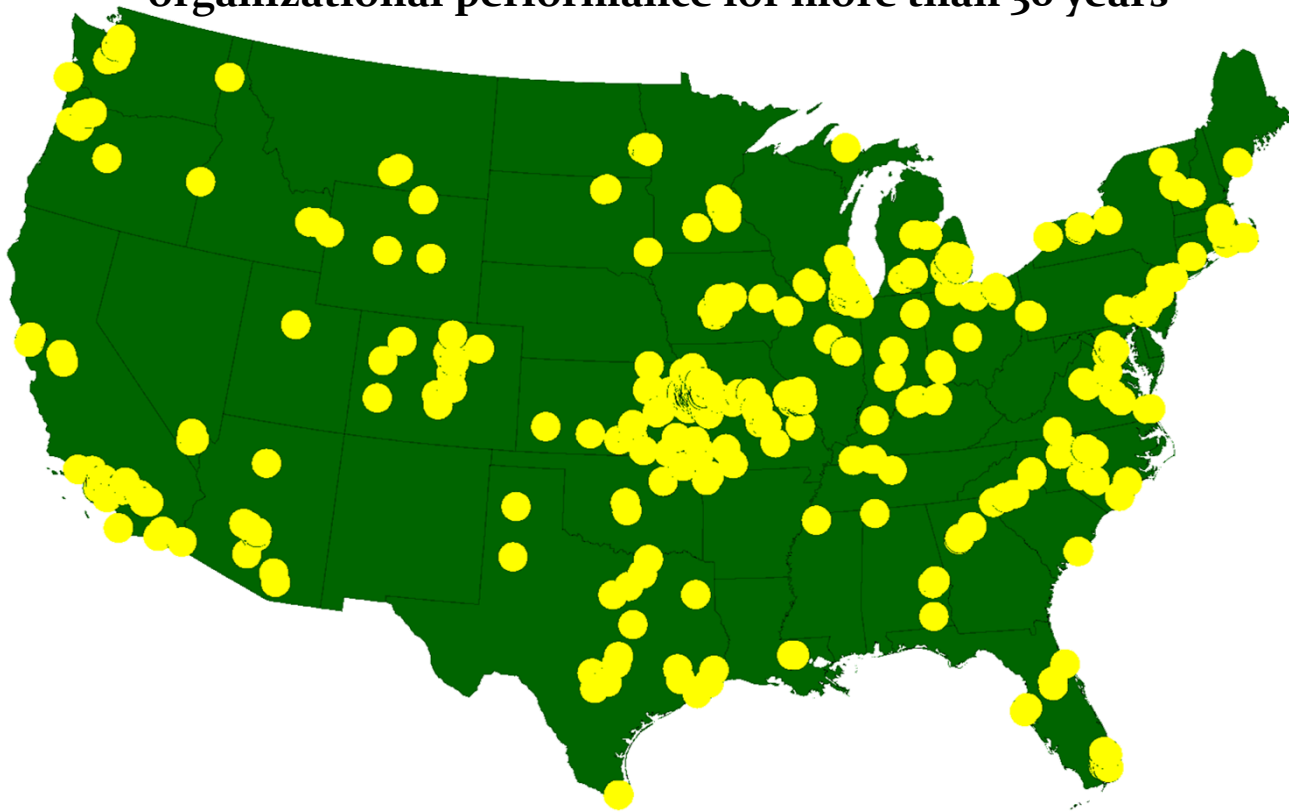
May 2016

# 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 2,100,000 Persons Surveyed Since 2006  
for more than 900 cities in 49 States**

# Purpose

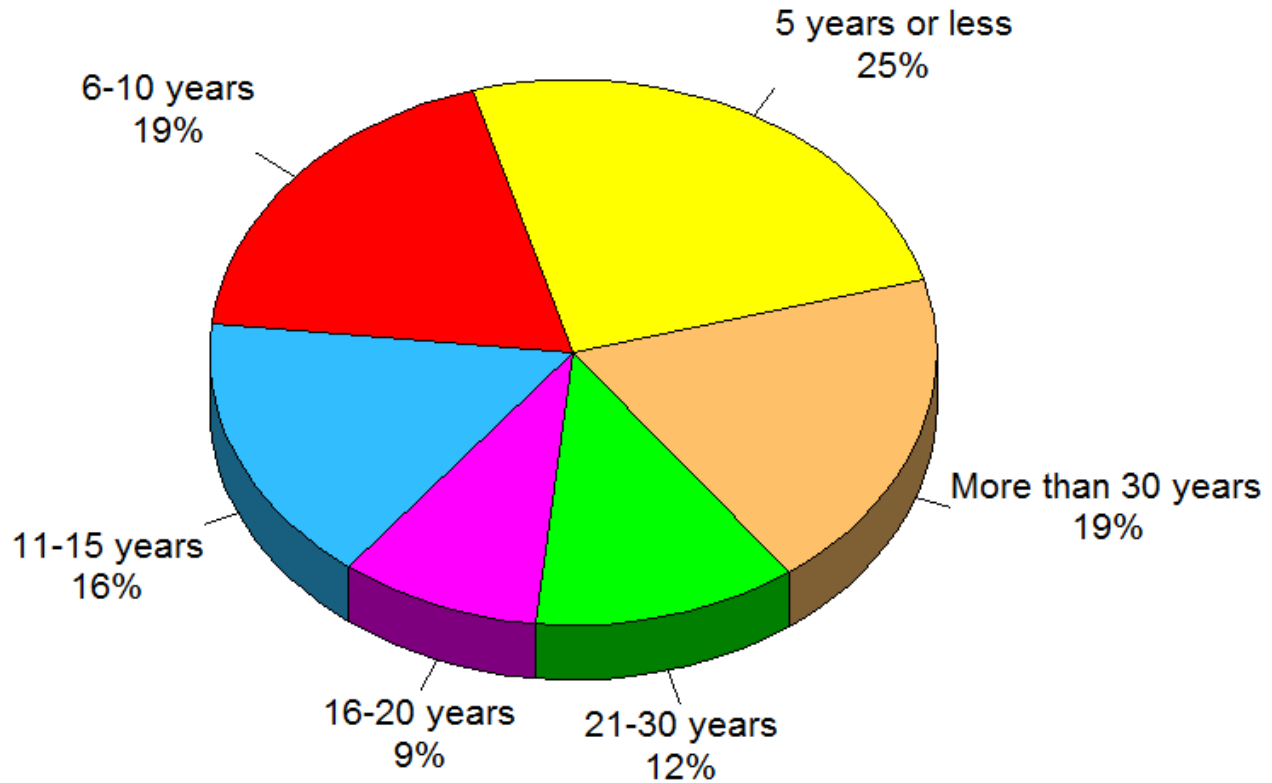
- **To objectively assess satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from the 2014 survey**

# Methodology

- **Survey Description**
  - ❑ **6 pages, took the average person about 10-15 minutes to complete**
- **Method of Administration**
  - ❑ **Conducted during spring of 2016**
  - ❑ **A random sample of 2,400 household were selected for the survey**
  - ❑ **These households were mailed a survey and given the option of responding by mail, phone or the Internet**
- **Sample size: Goal 400 (600 surveys actually completed)**
- **Confidence level: 95%**
- **Margin of error: +/- 4.0% overall**
- **Home address geocoded**

# Q14. Approximately how many years have you lived in Washougal?

by percentage respondents (excluding "not provided")

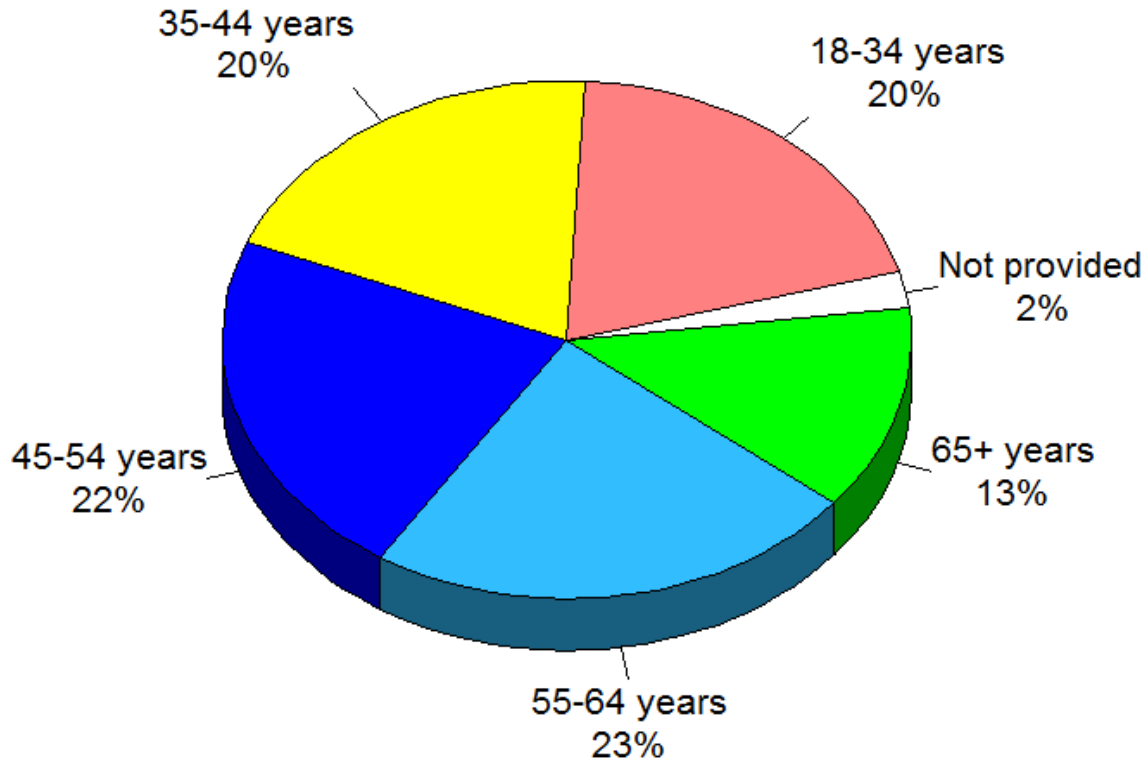


Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

## DEMOGRAPHICS

# Q15. What is your age?

by percentage respondents

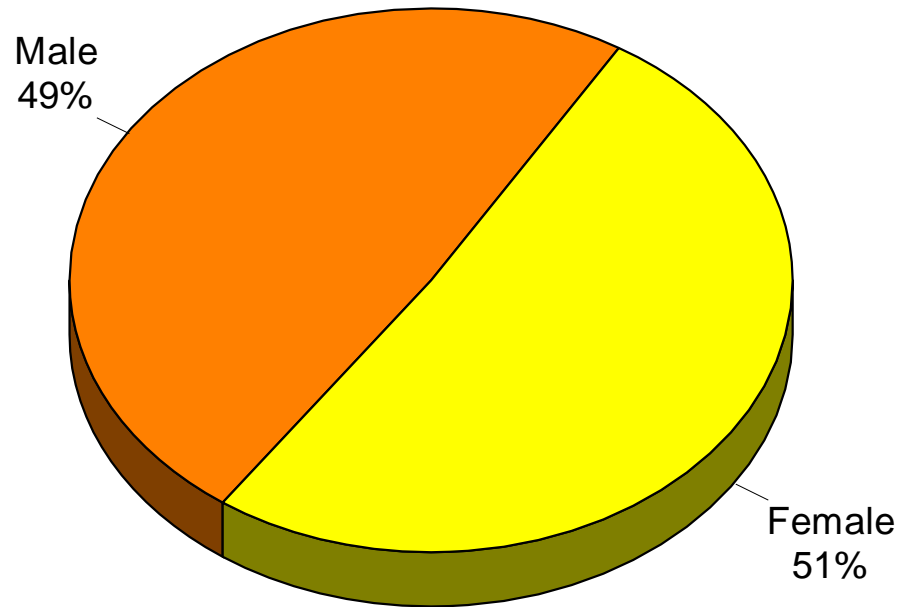


Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# DEMOGRAPHICS

## Q18. Gender

by percentage of respondents



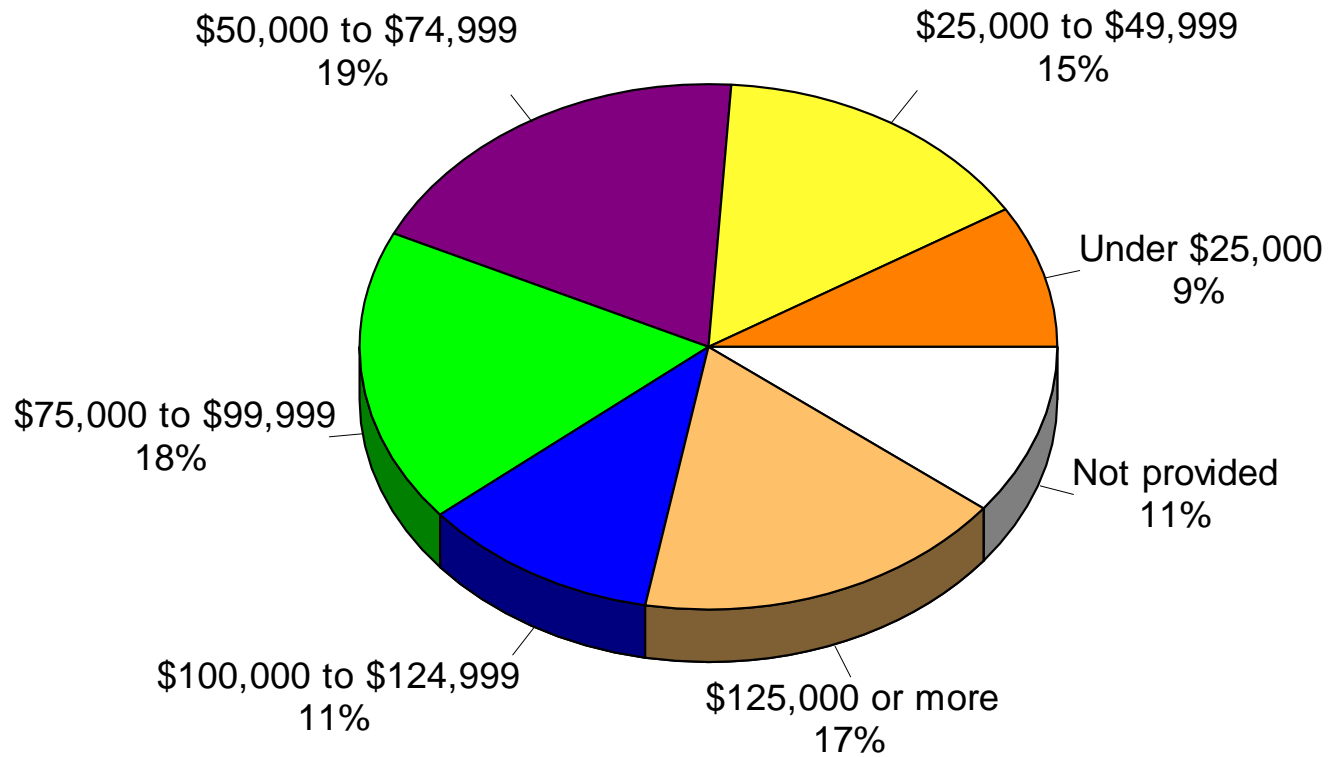
Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# DEMOGRAPHICS



# Q19. Annual Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# DEMOGRAPHICS

# Bottom Line Up Front

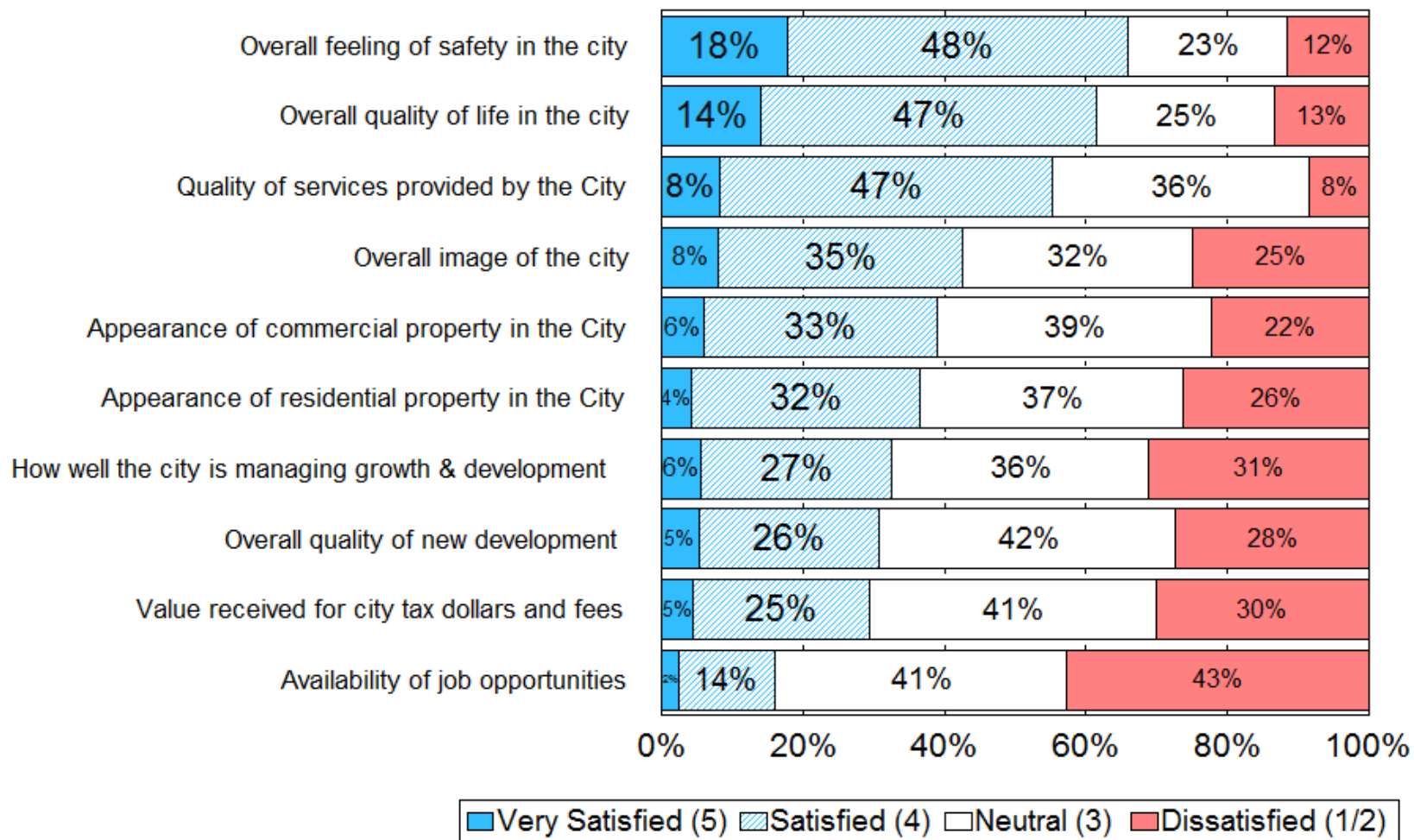
- **Most residents have a positive opinion of the City**
  - ❑ **Only 8% are dissatisfied with the overall quality of city services**
- **Top overall priorities:**
  - ❑ **street maintenance**
  - ❑ **economic development**
- **Many residents want expanded city services, particularly infrastructure improvements, but they may not be willing to pay for them**
- **Enhanced communication with residents should improve satisfaction with City services**
  - **City has made improvements, but more can be done**

*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")

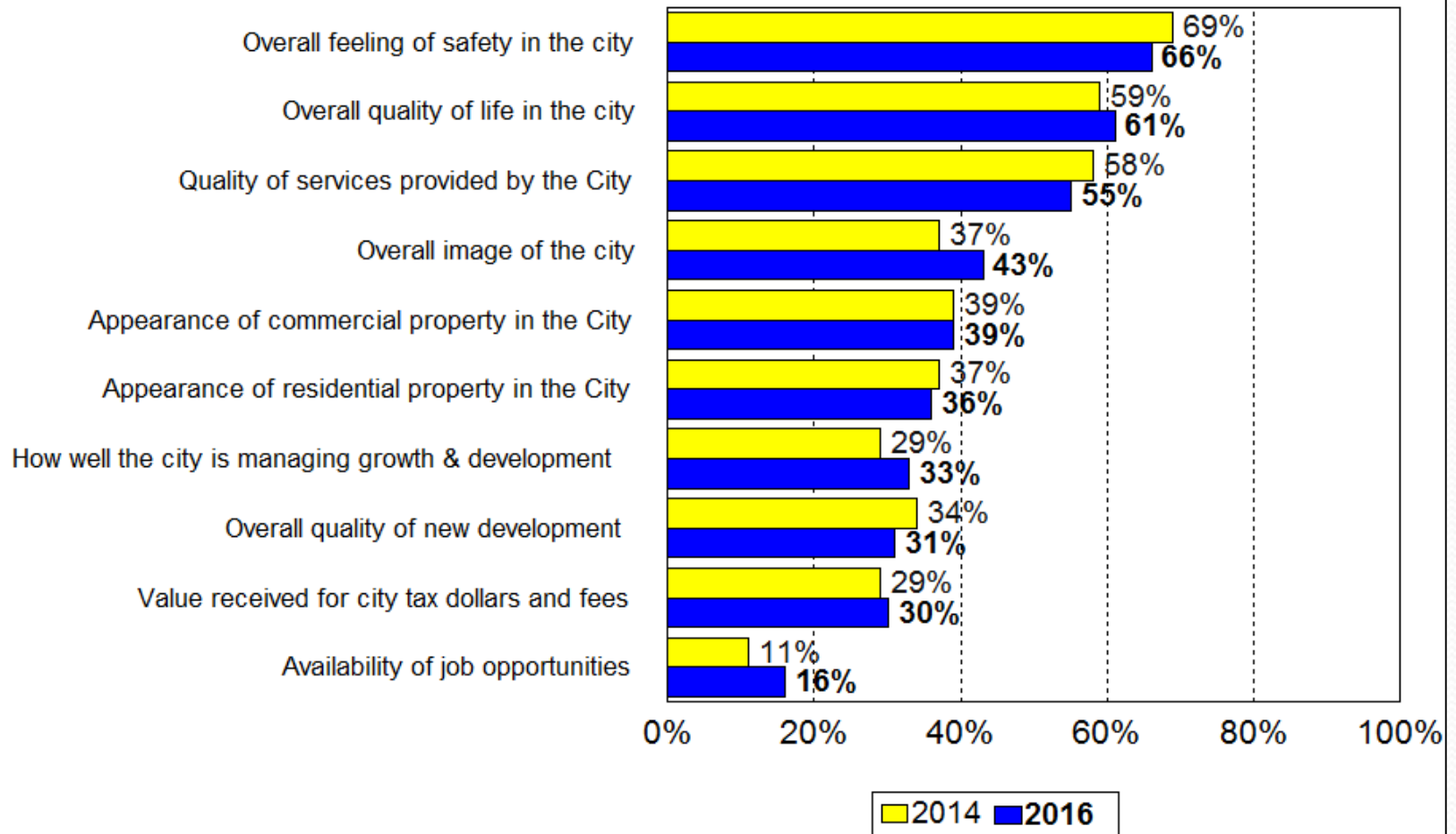


Only 8% were dissatisfied with the overall quality of City services

# TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City

## 2014 vs. 2016

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



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

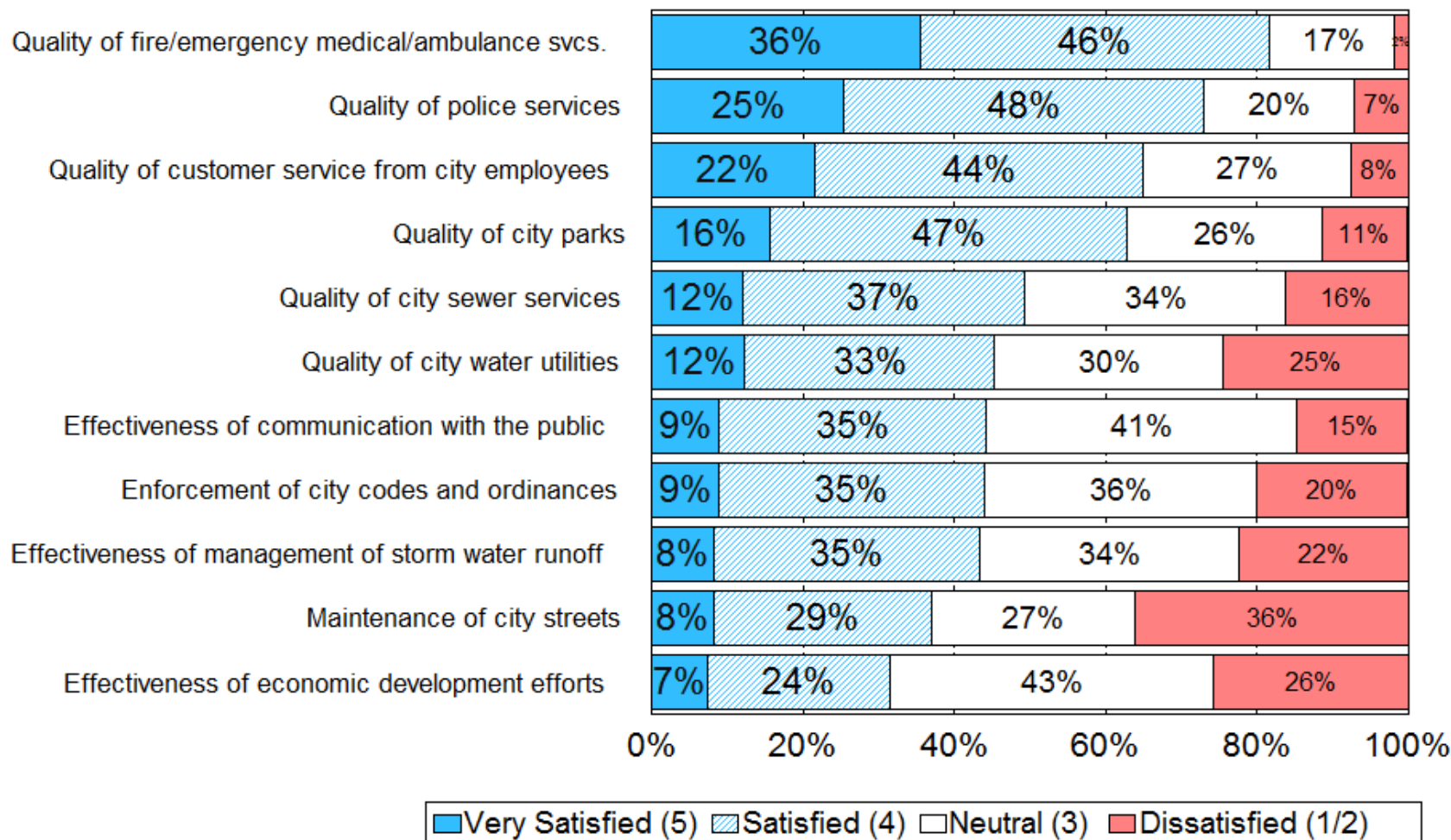
Trends are mixed: 5 areas improved, 1 stayed the same; 4 decreased

*Topic 2*

*Major Categories of  
City Services*

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

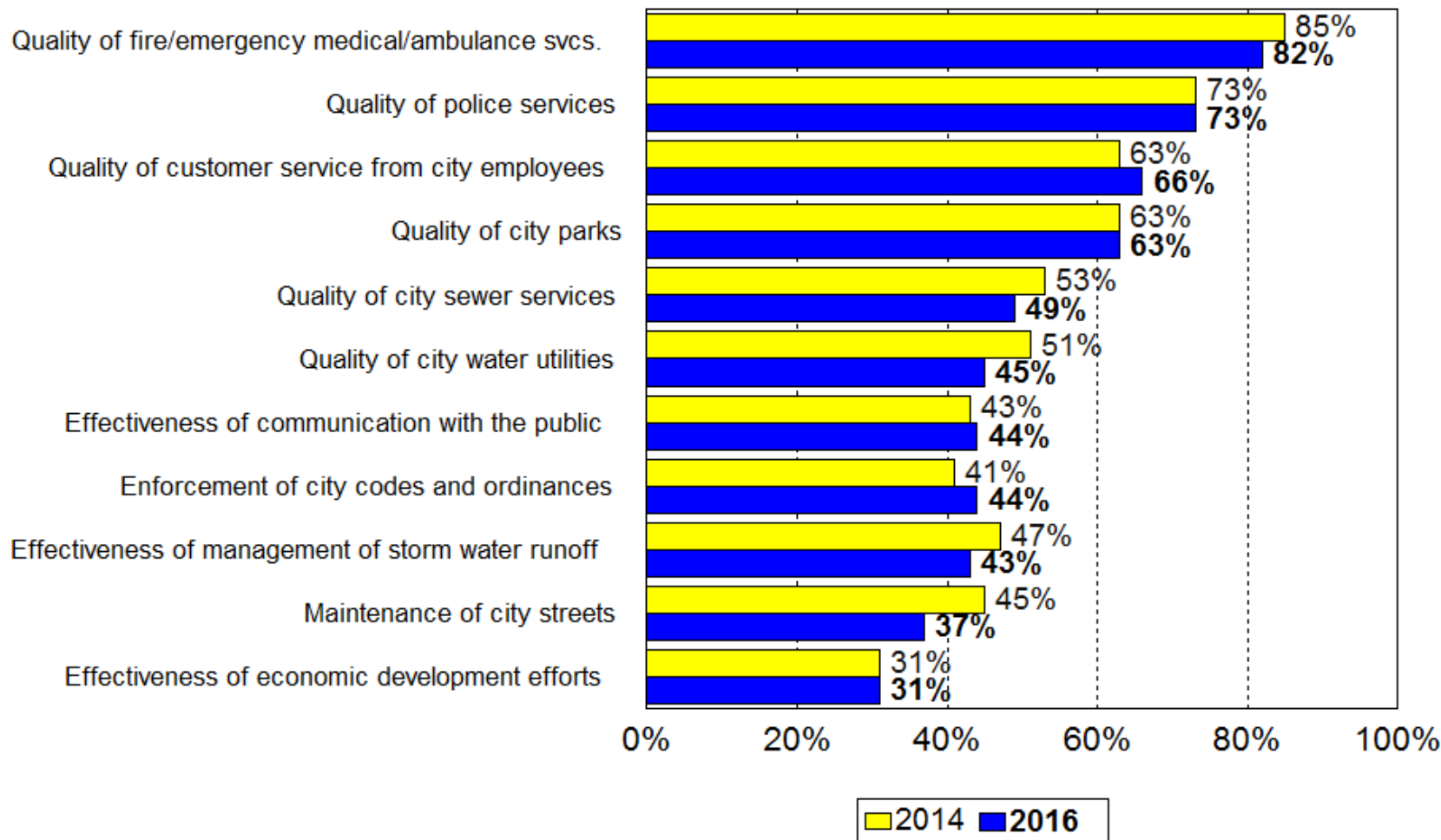
by percentage of respondents (excluding "don't know")



Dissatisfaction is highest with the maintenance of city streets

# TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 vs. 2016

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

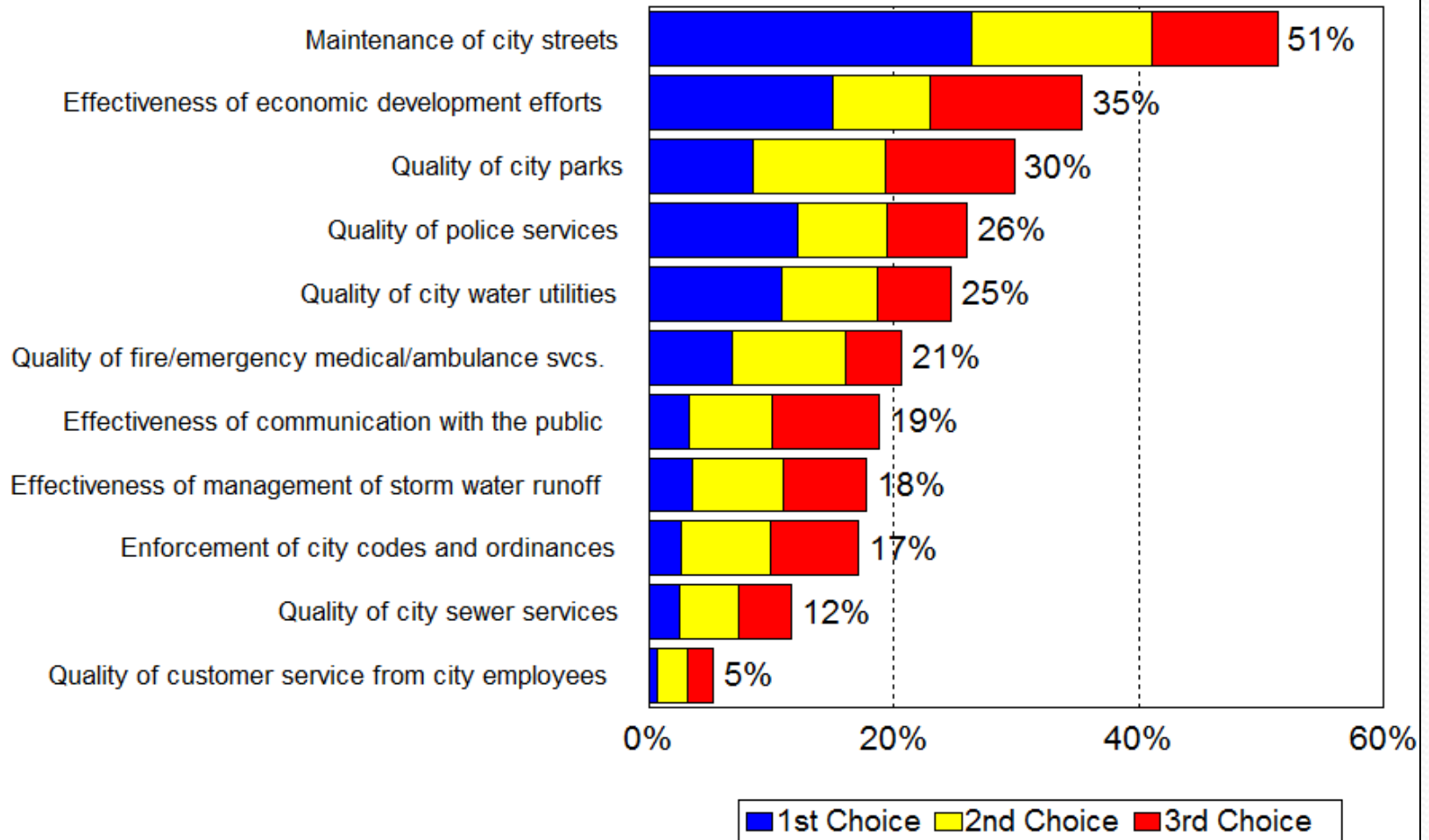


Trends are mixed: 3 areas improved, 3 stayed the same; 5 decreased



## 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

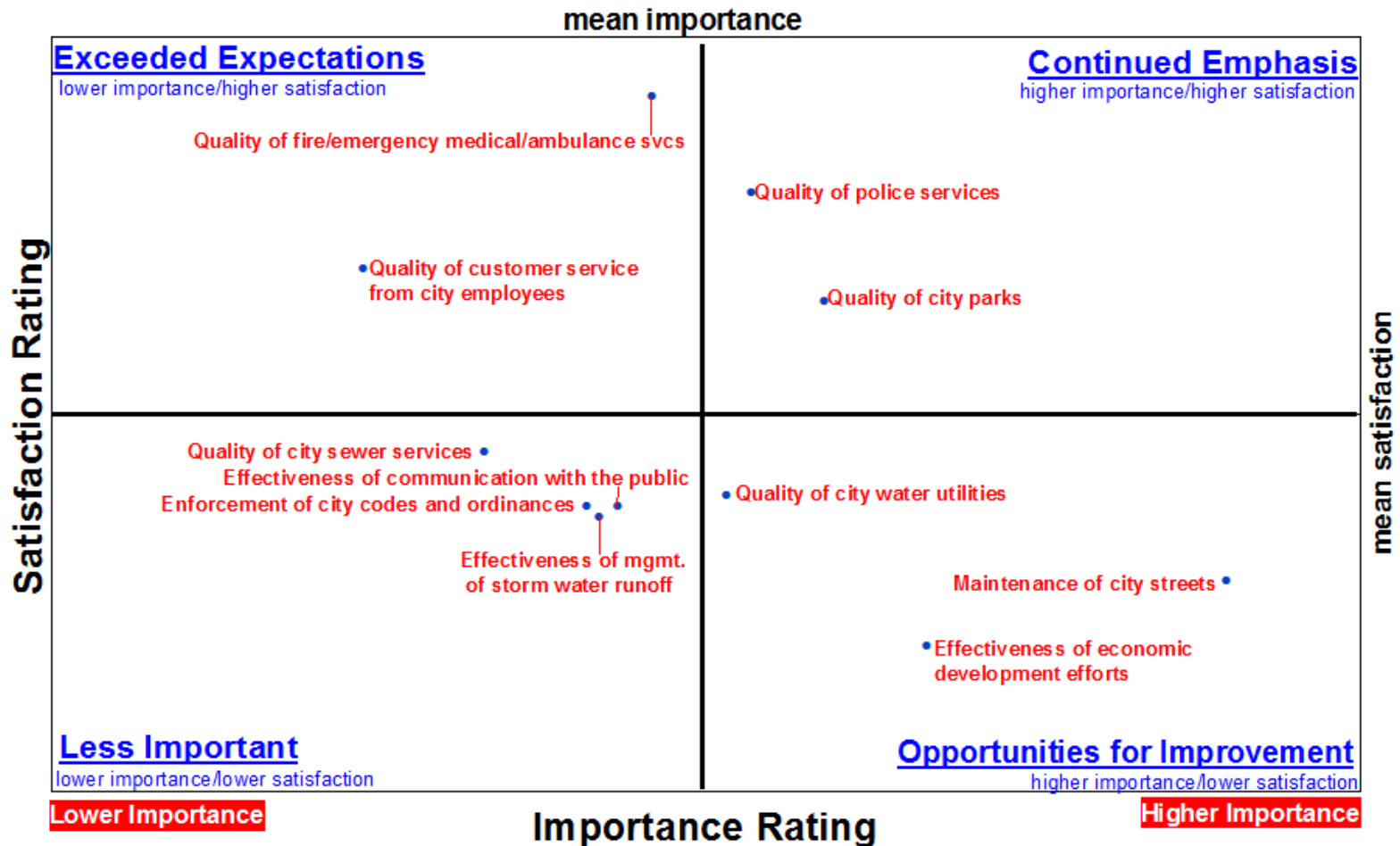


Maintenance of City streets is the Top Priority

# 2016 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)



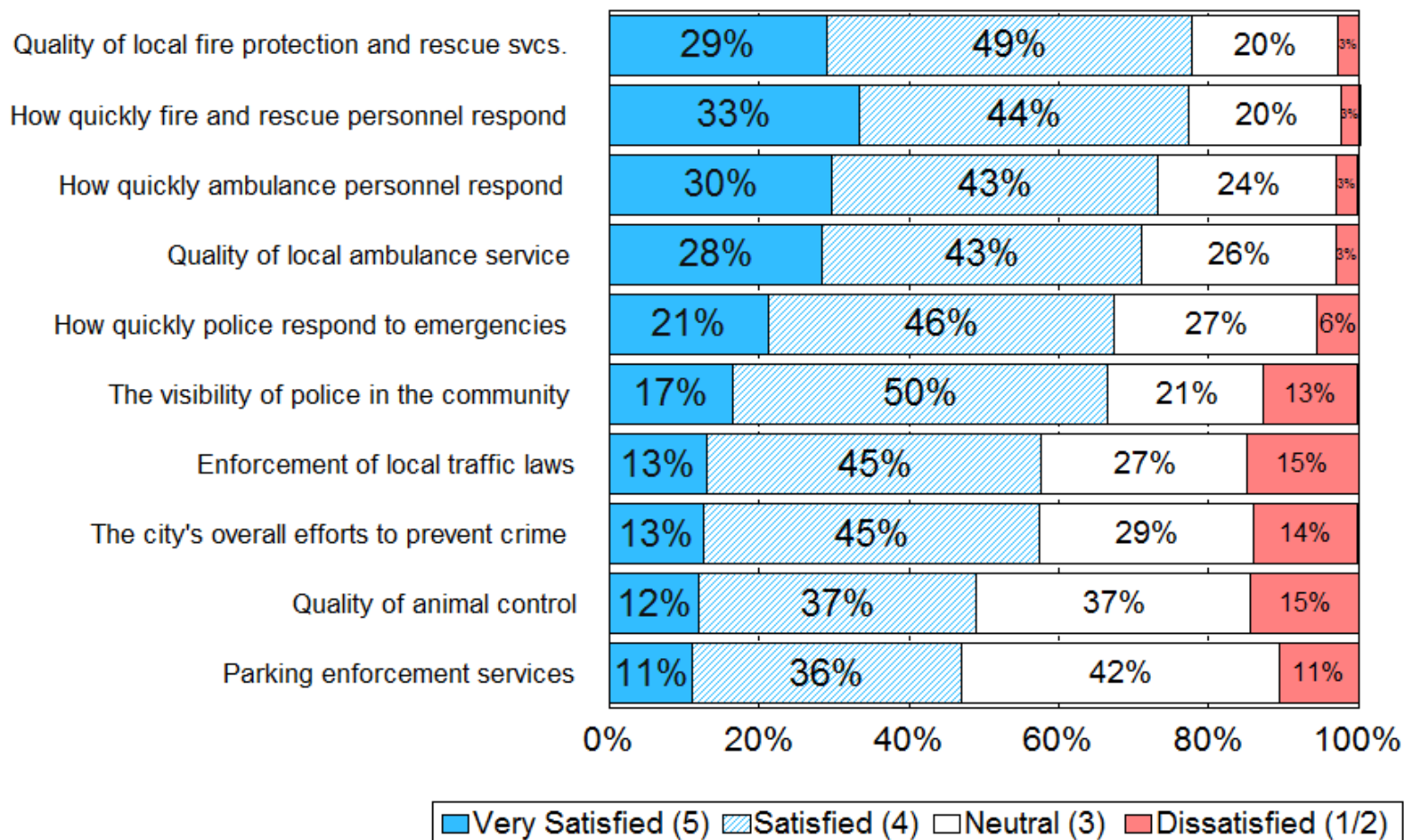
Source: ETC Institute (2016)

*Topic 3*

# *Public Safety Services*

## Q4-3. Satisfaction with Public Safety

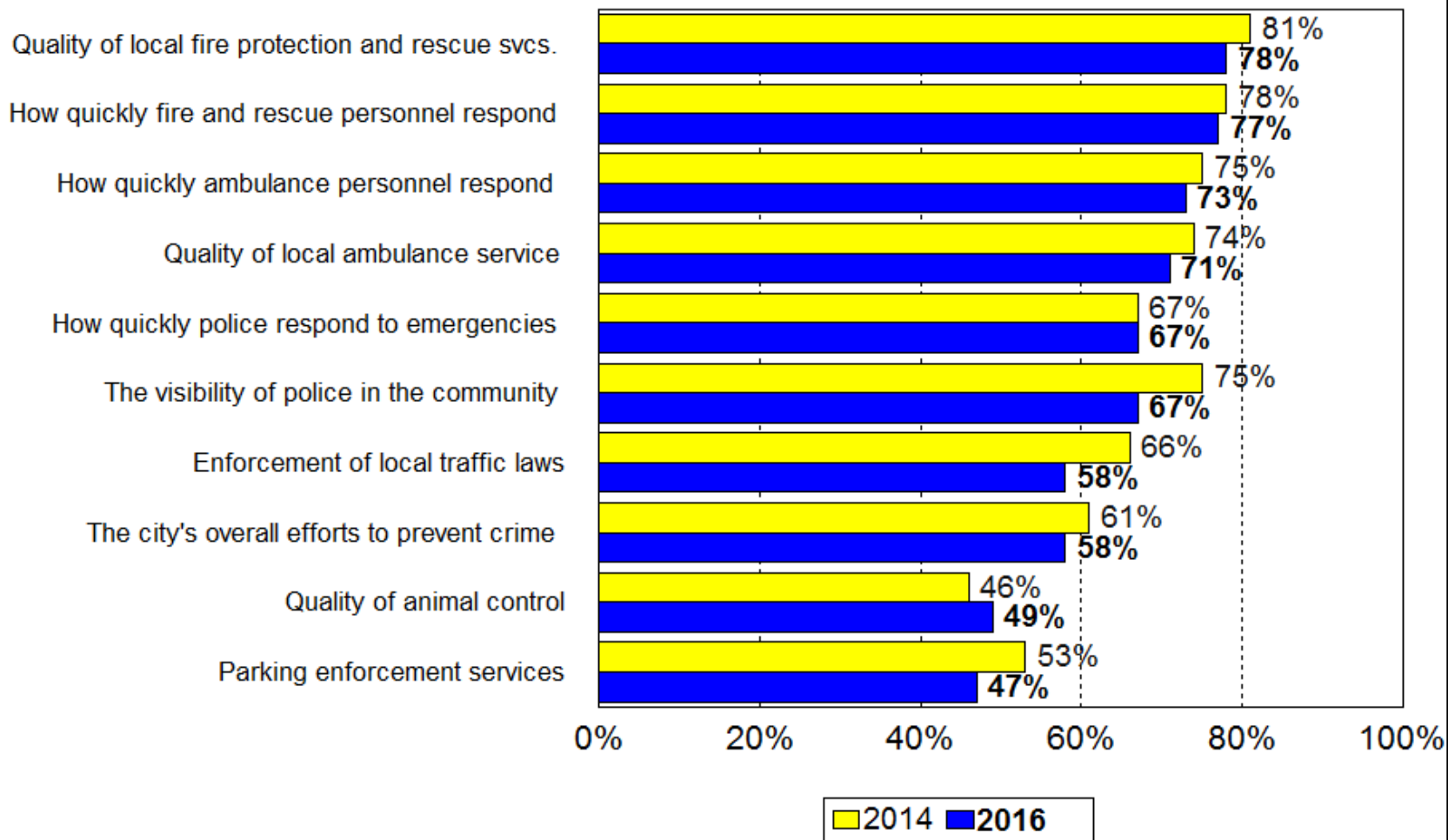
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# TRENDS: Satisfaction With Public Safety 2014 vs. 2016

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

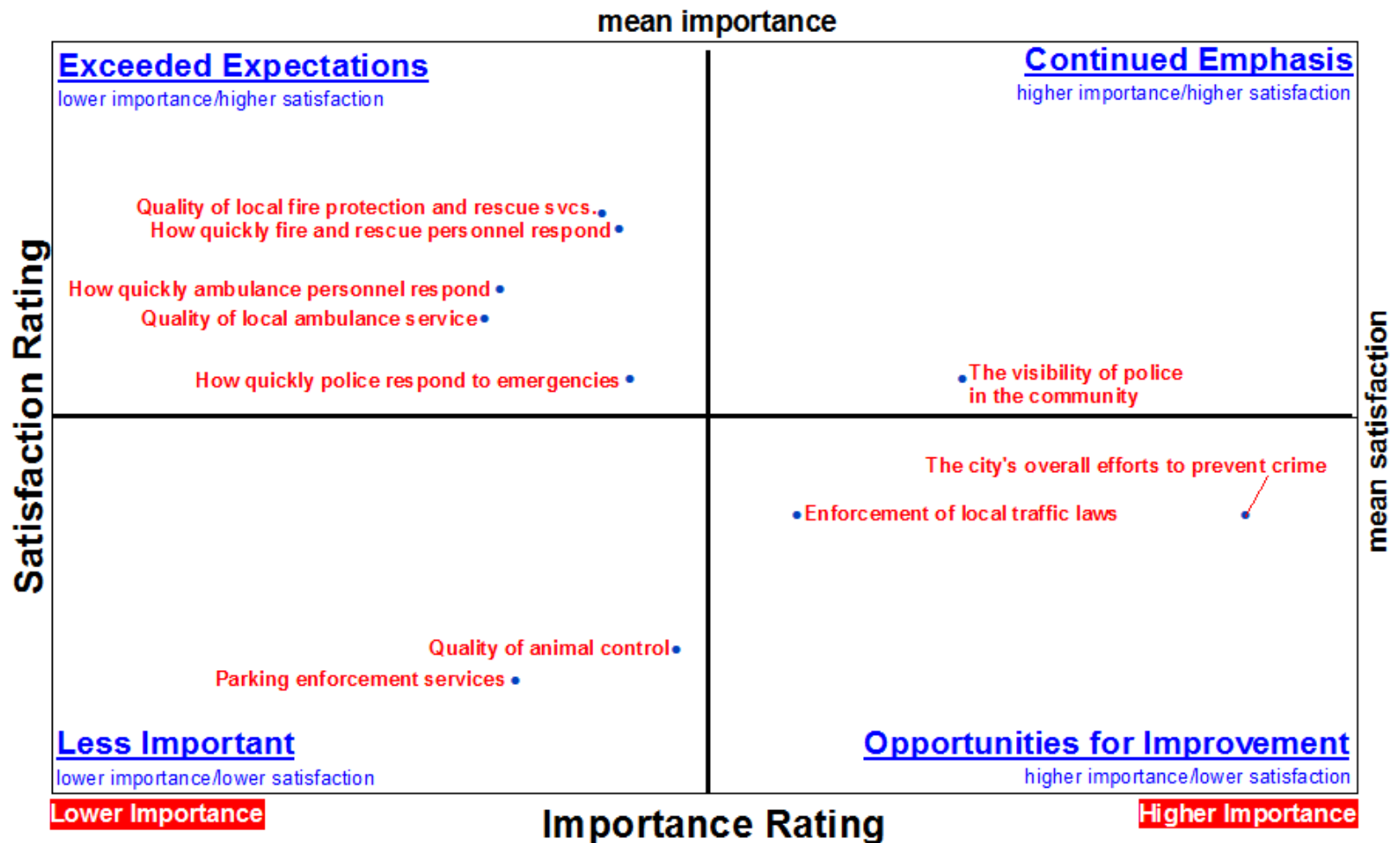


Trends are slightly lower: 1 area improved, 1 stayed the same; 8 decreased

# 2016 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)



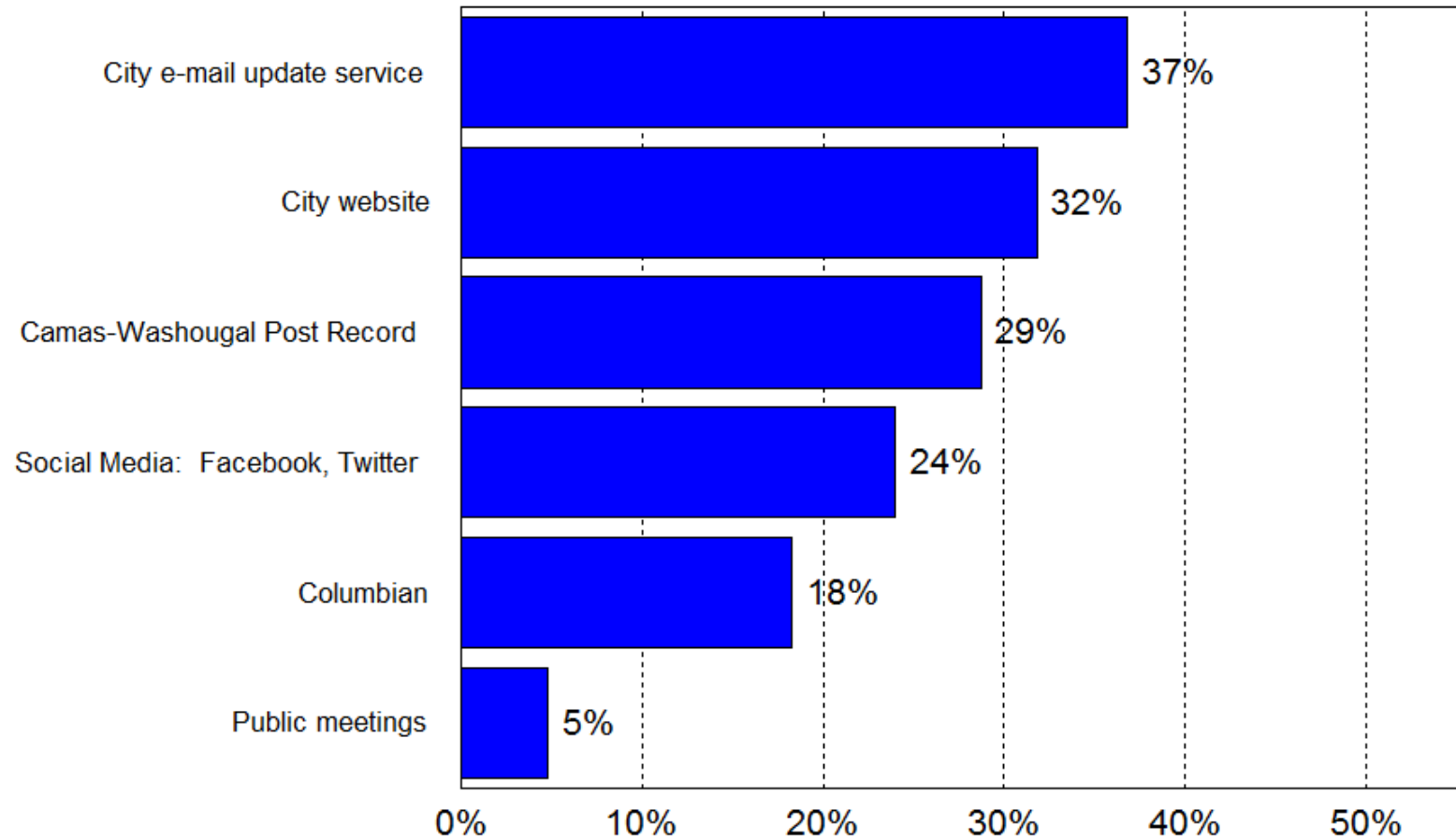
Source: ETC Institute (2016)

*Topic 4*

# *Communication*

## Q6. 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

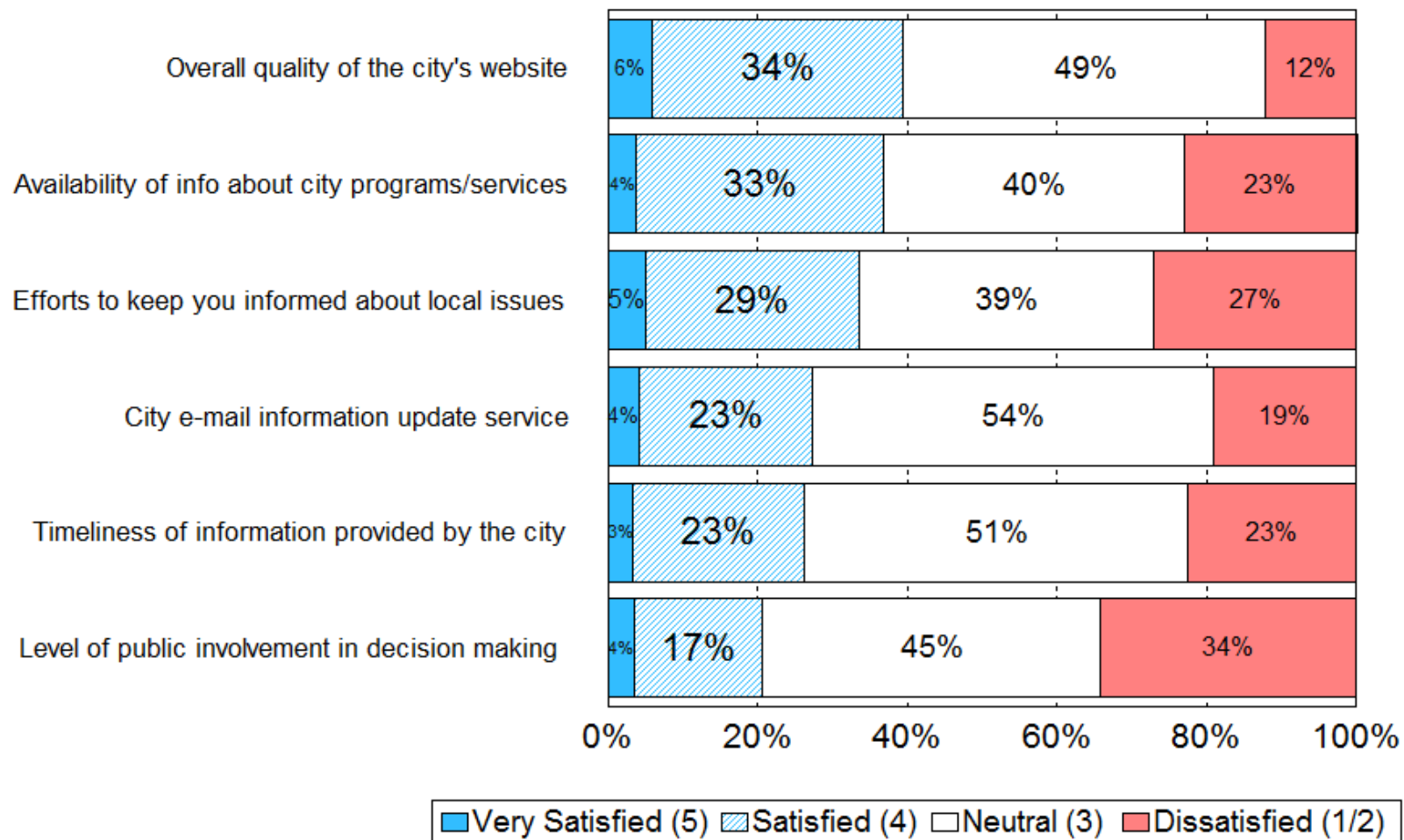


Source: ETC Institute DirectionFinder (2016 - Washougal, WA)



## Q4-5. Satisfaction with Communication

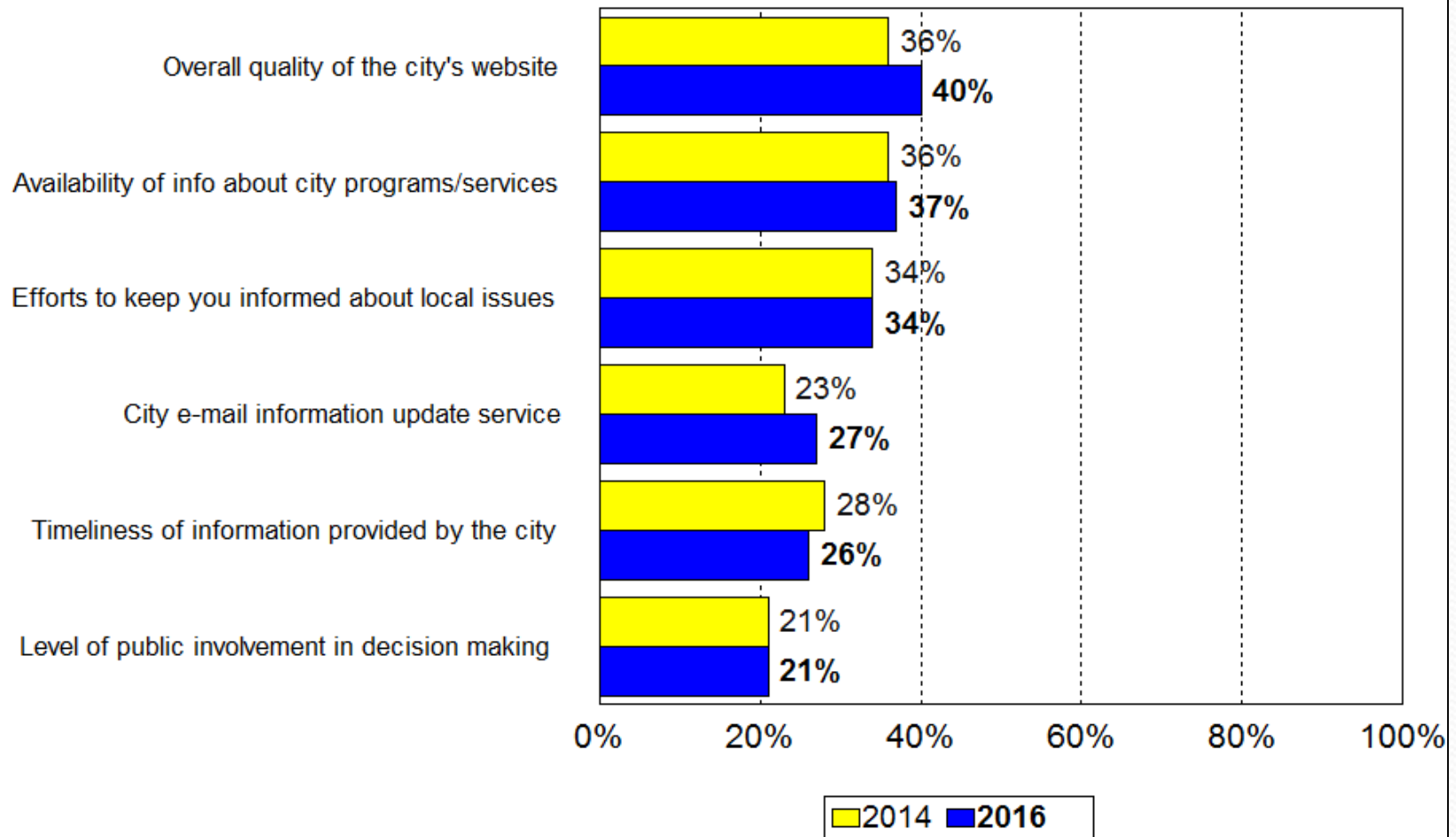
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# TRENDS: Satisfaction With Communication 2014 vs. 2016

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

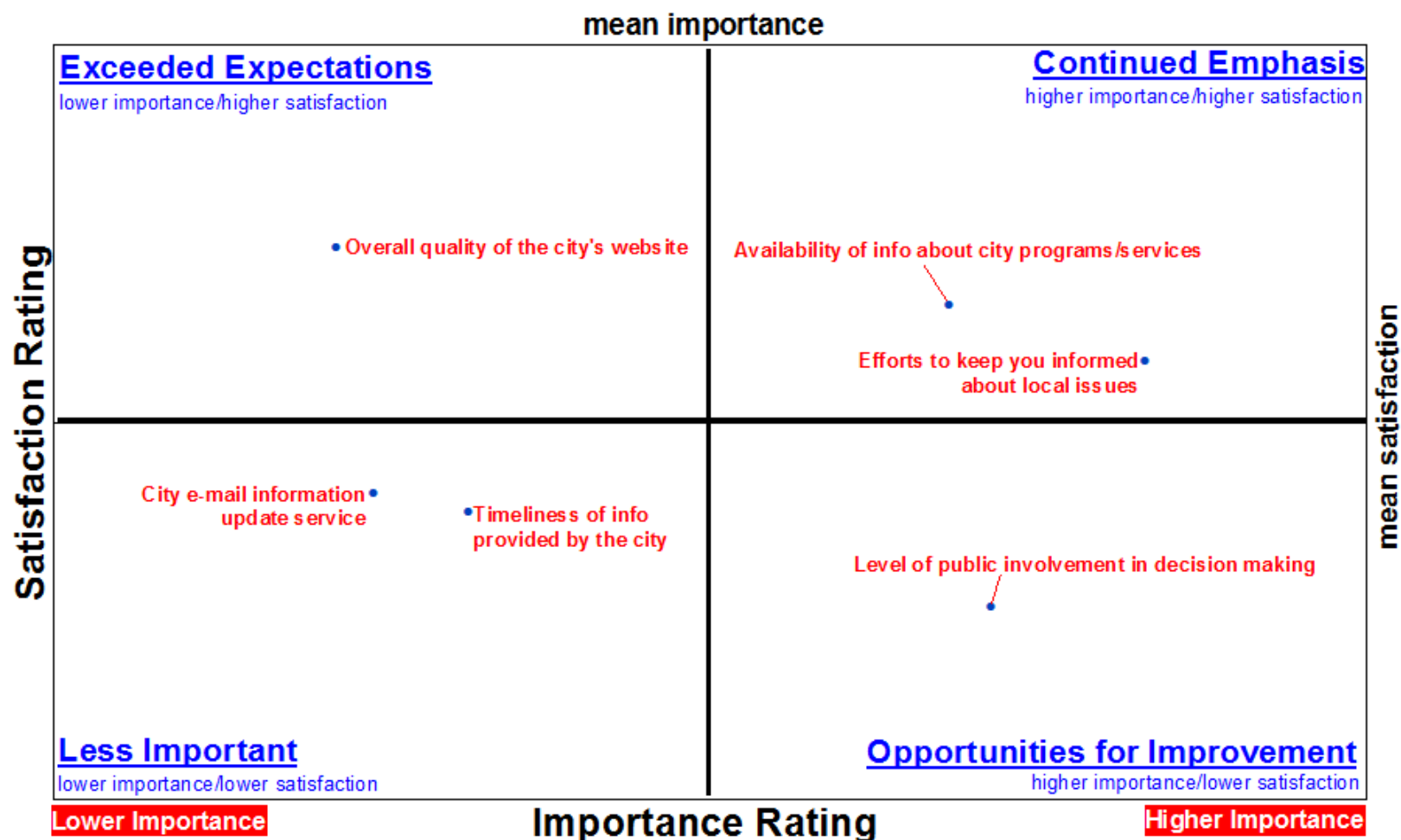


Trends are generally better: 3 areas increased, 2 stayed the same, 1 decreased

# 2016 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)

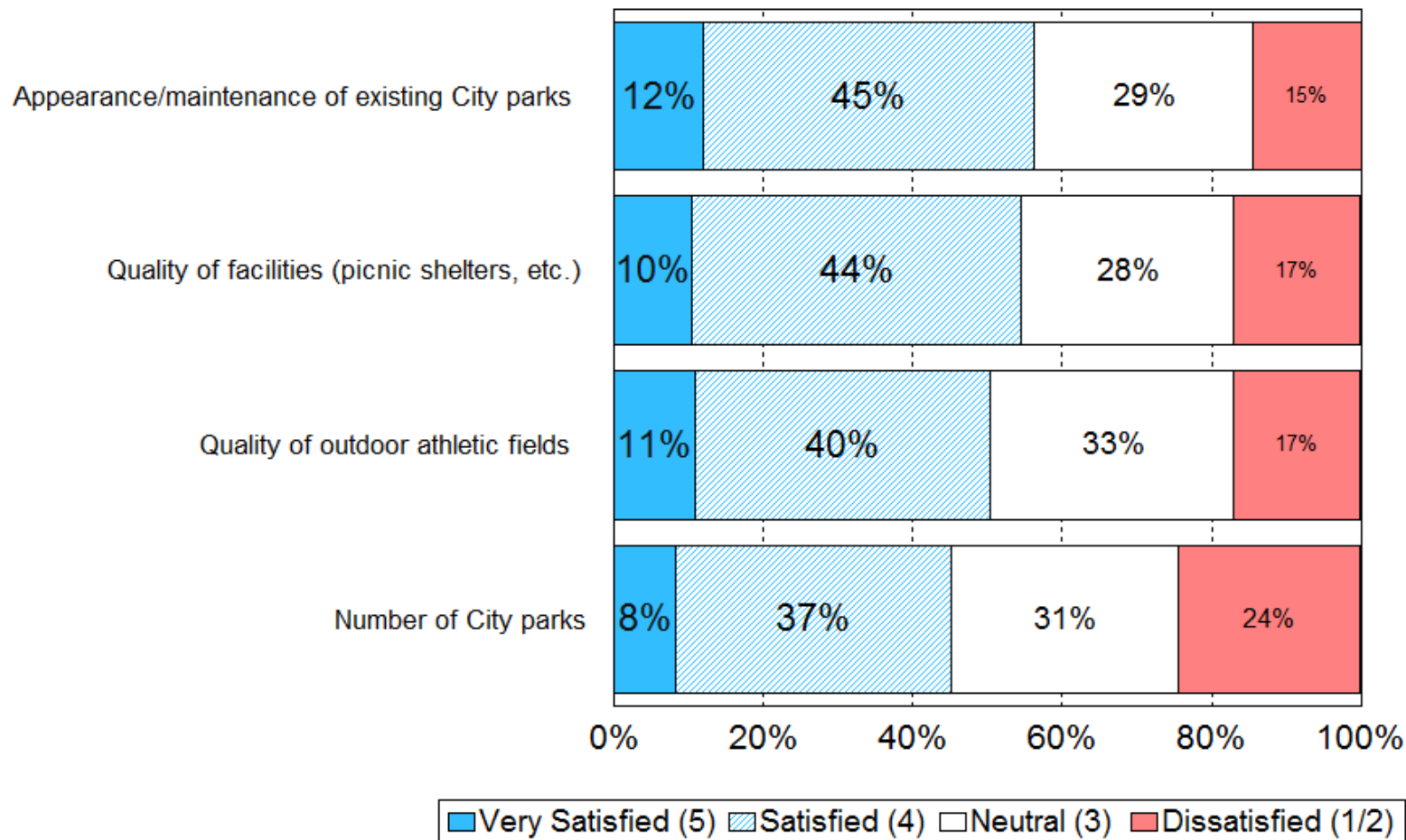


Source: ETC Institute (2016)

*Topic 5*  
*Parks*

## Q4. Satisfaction with Parks and Recreation

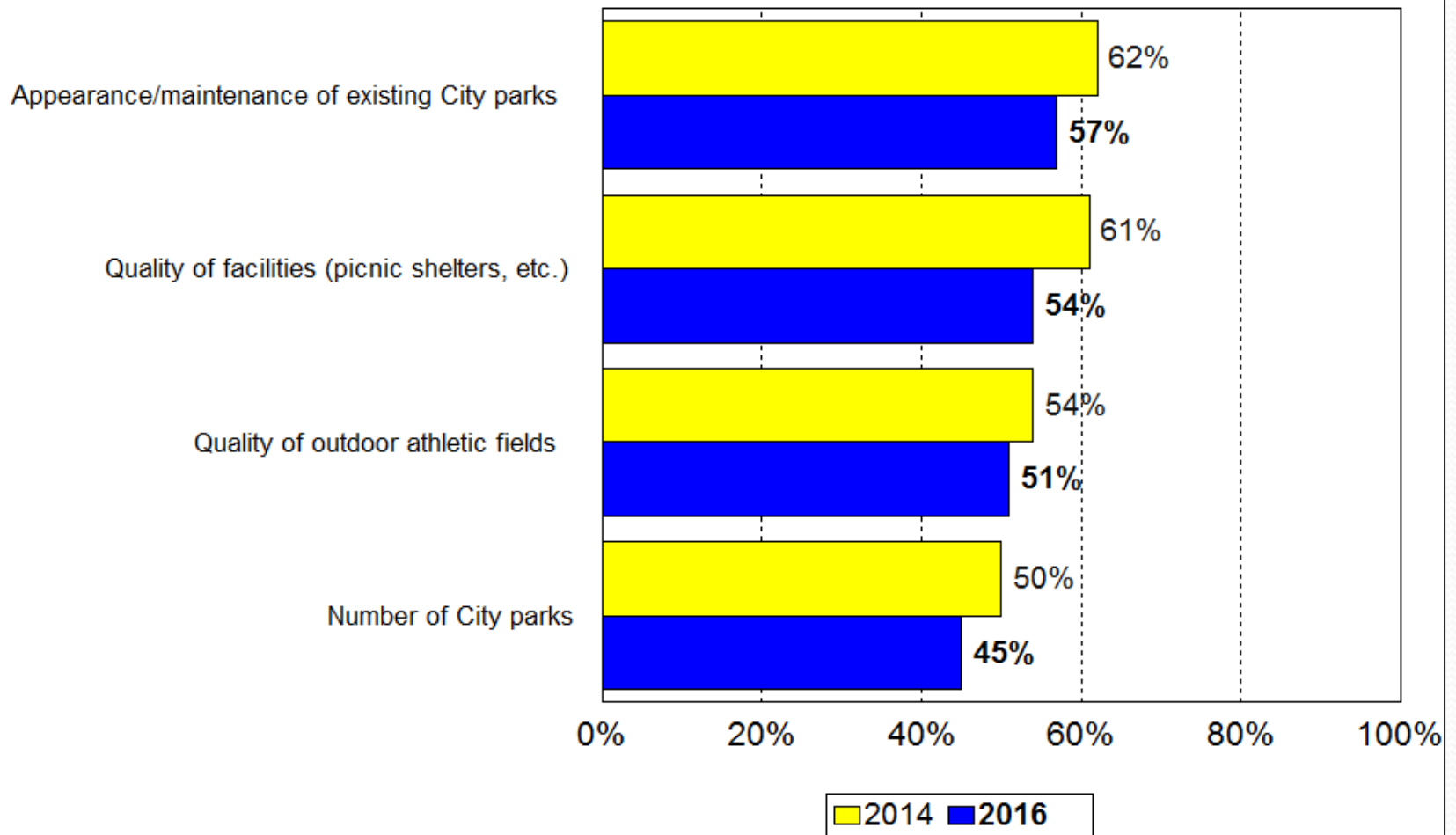
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# TRENDS: Satisfaction With Parks and Recreation 2014 vs. 2016

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

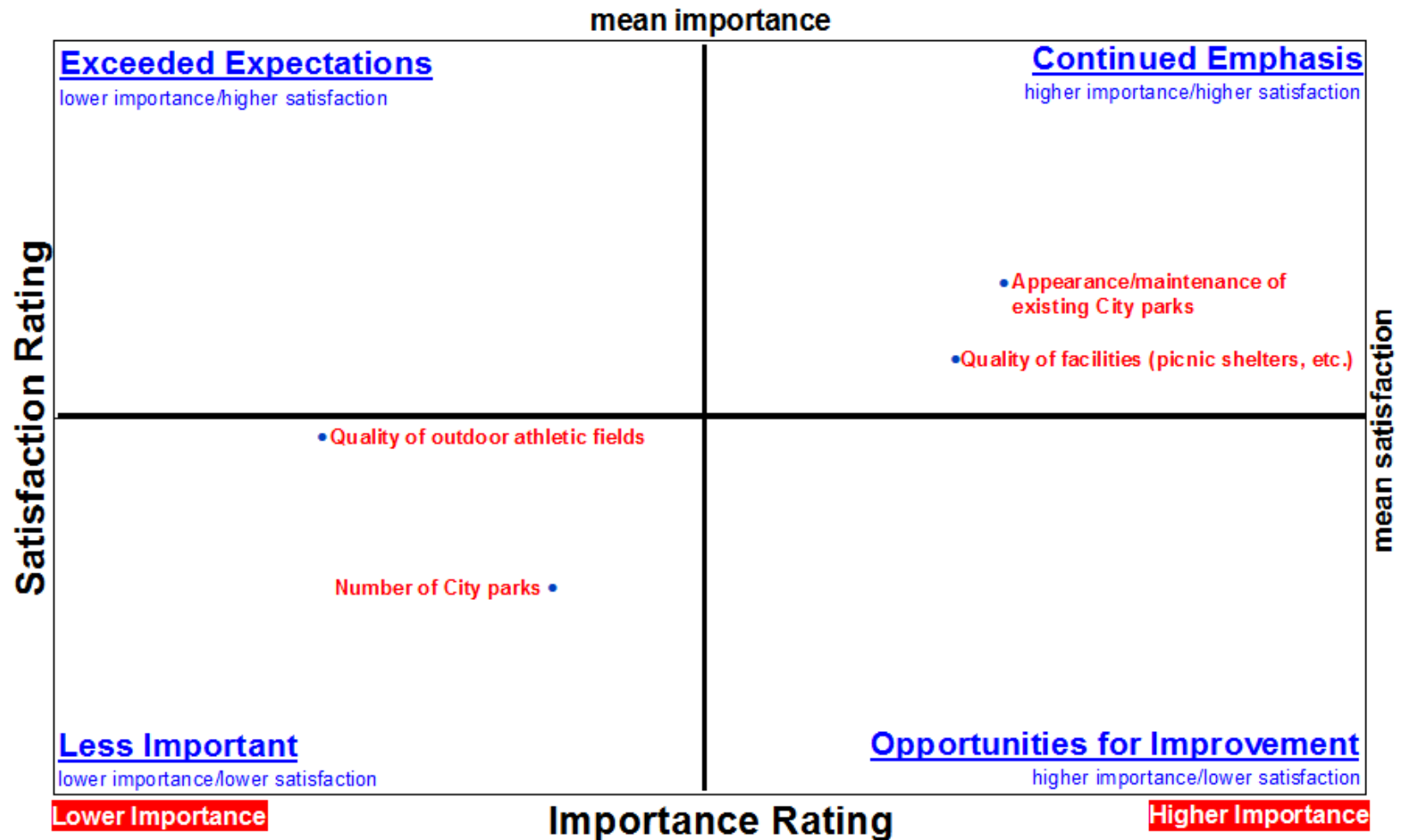


Trends are lower: all four areas decreased slightly

# 2016 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 (2016)

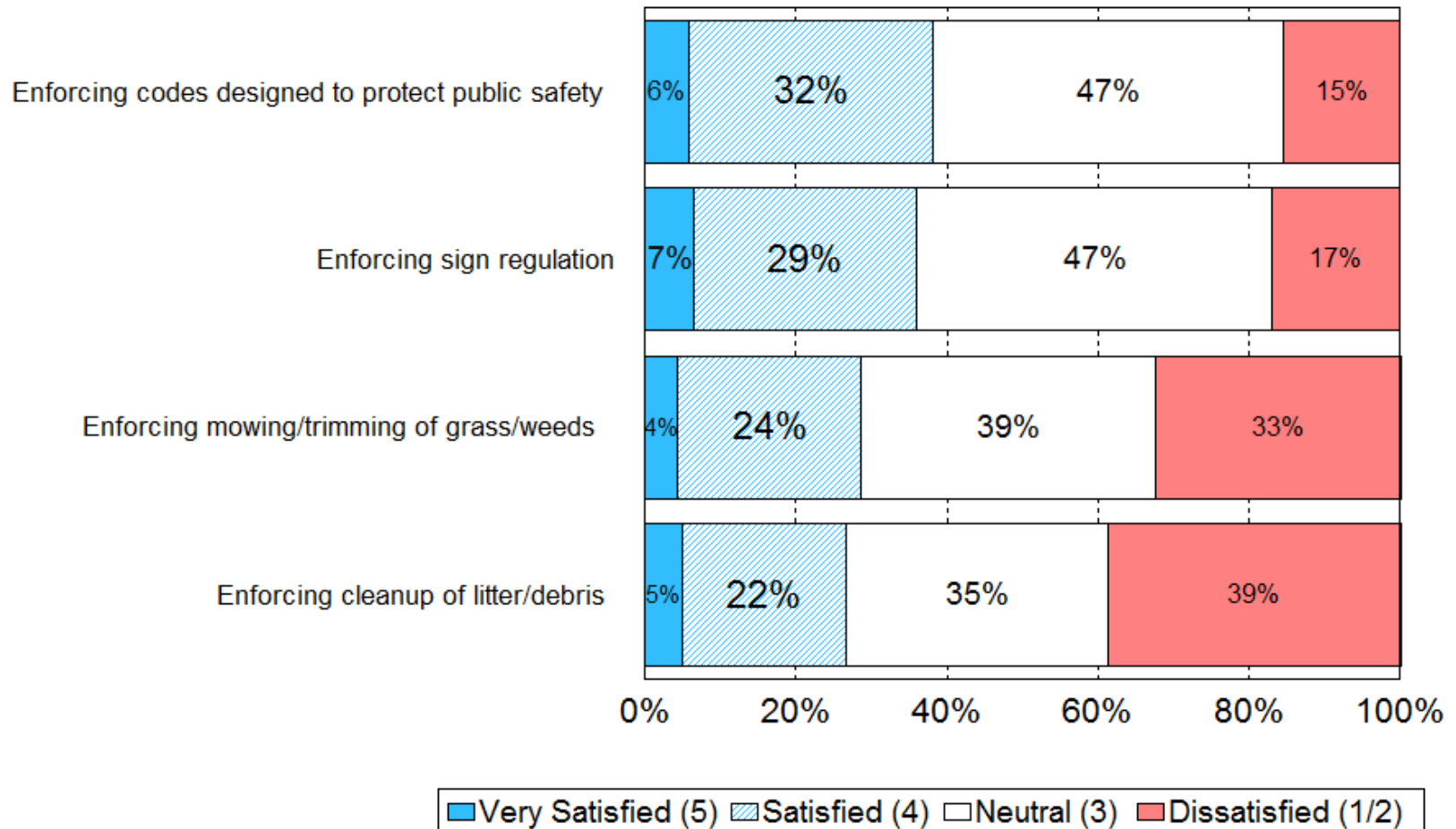
*Topic 6*

# *Code Enforcement*



## Q4-9. Satisfaction With Code Enforcement

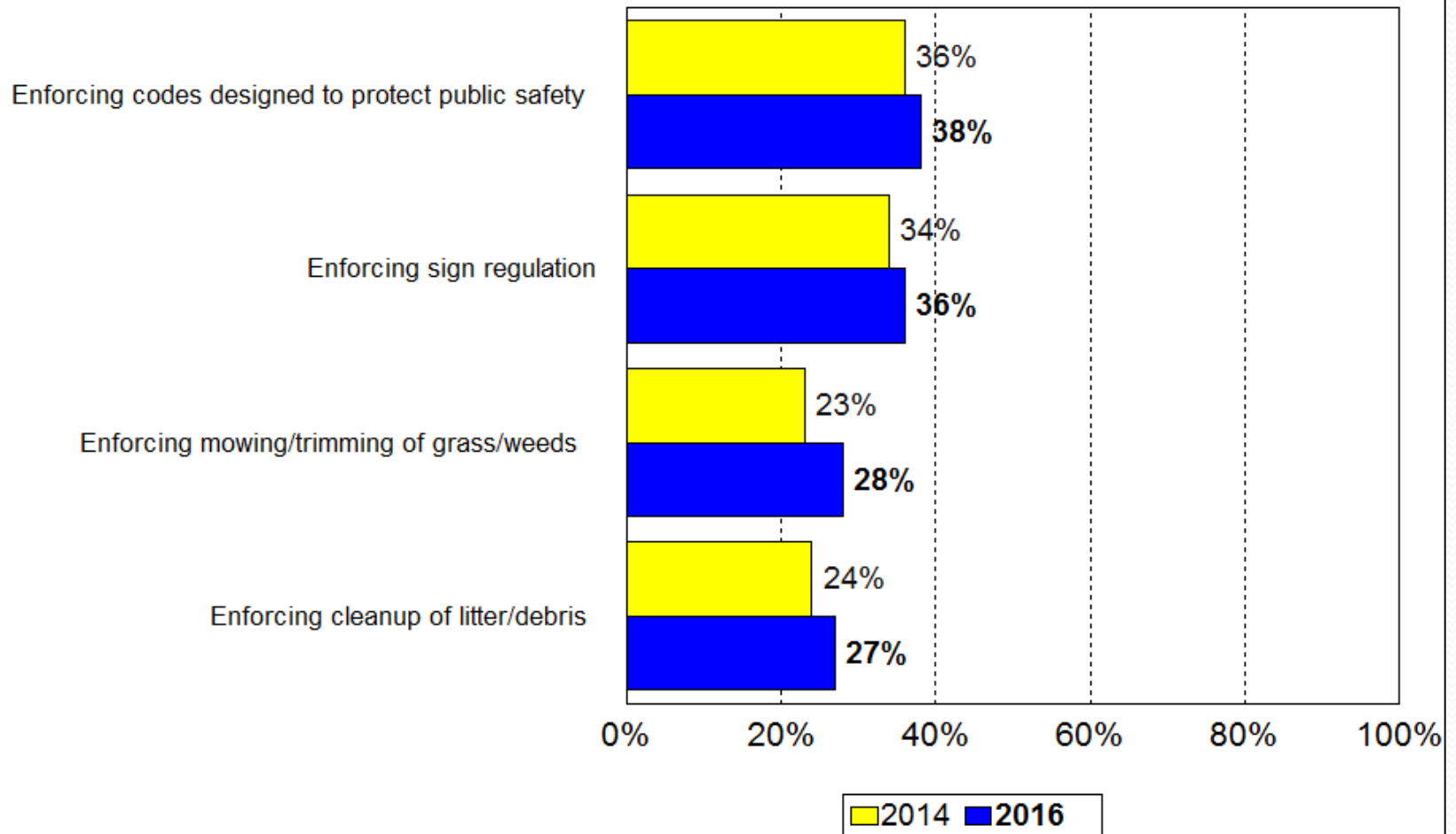
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# TRENDS: Satisfaction With Code Enforcement 2014 vs. 2016

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

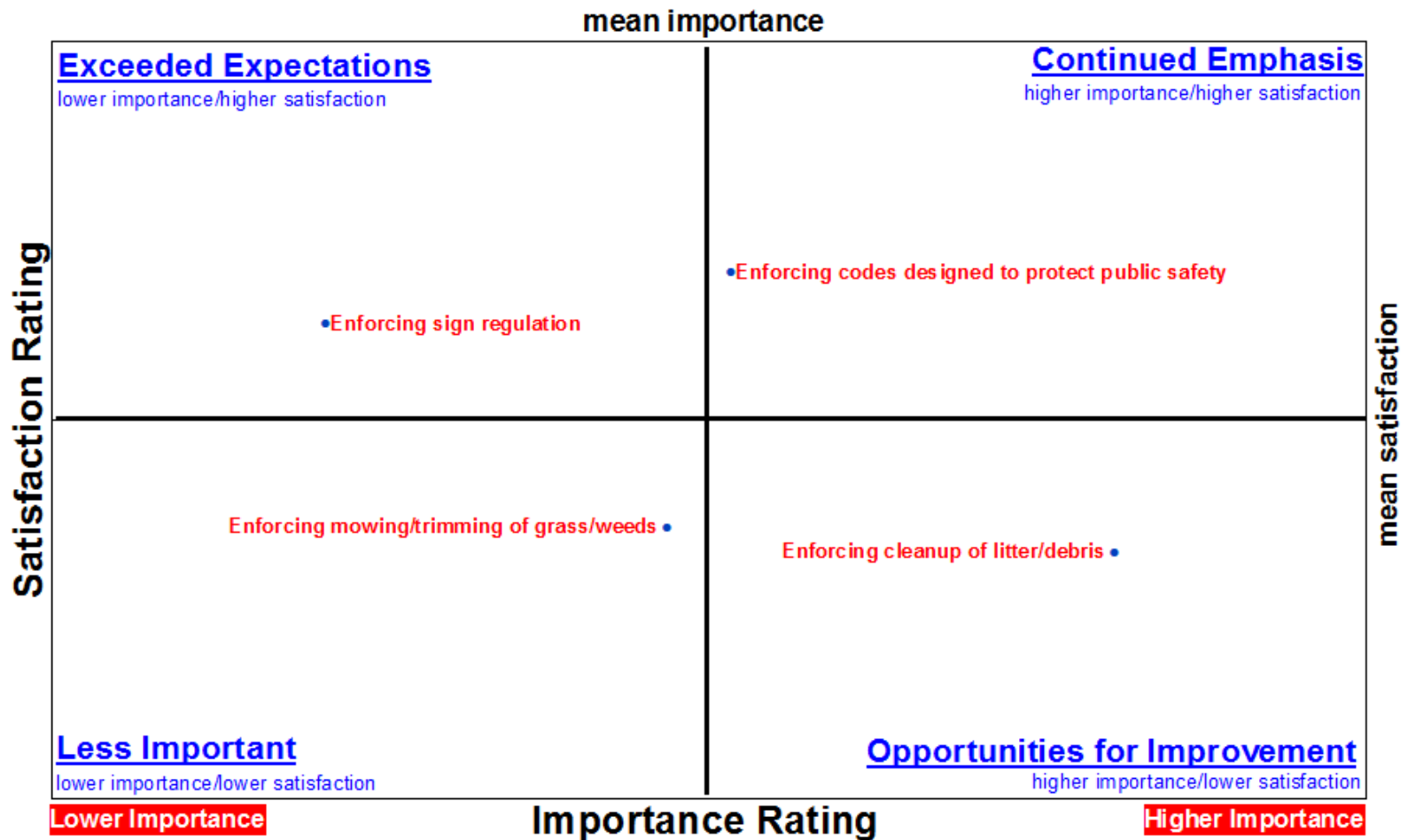


Trends are generally better: all four areas increased

# 2016 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)



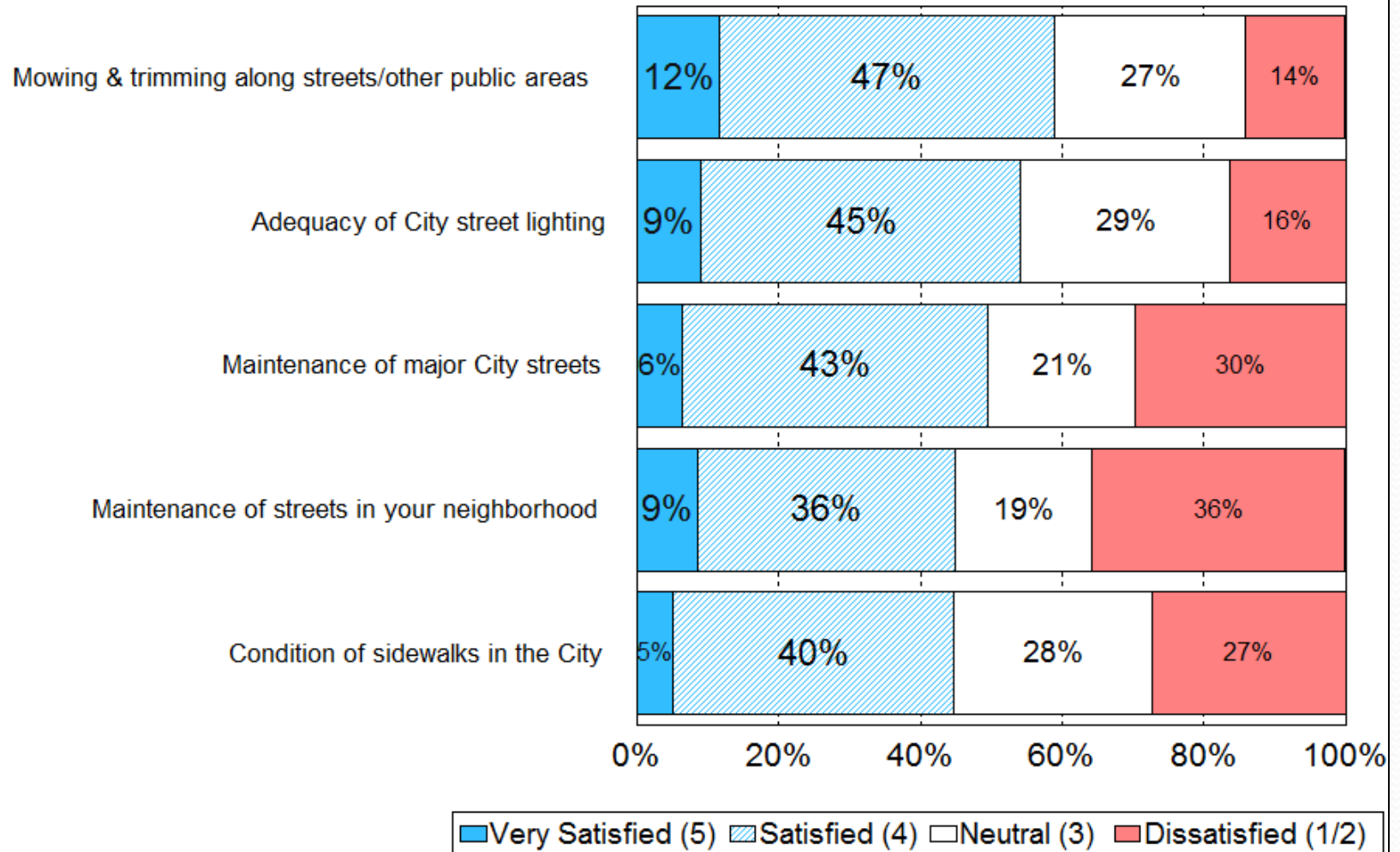
Source: ETC Institute (2016)

*Topic 7*

*City Streets*

## Q4-7. Satisfaction With Streets

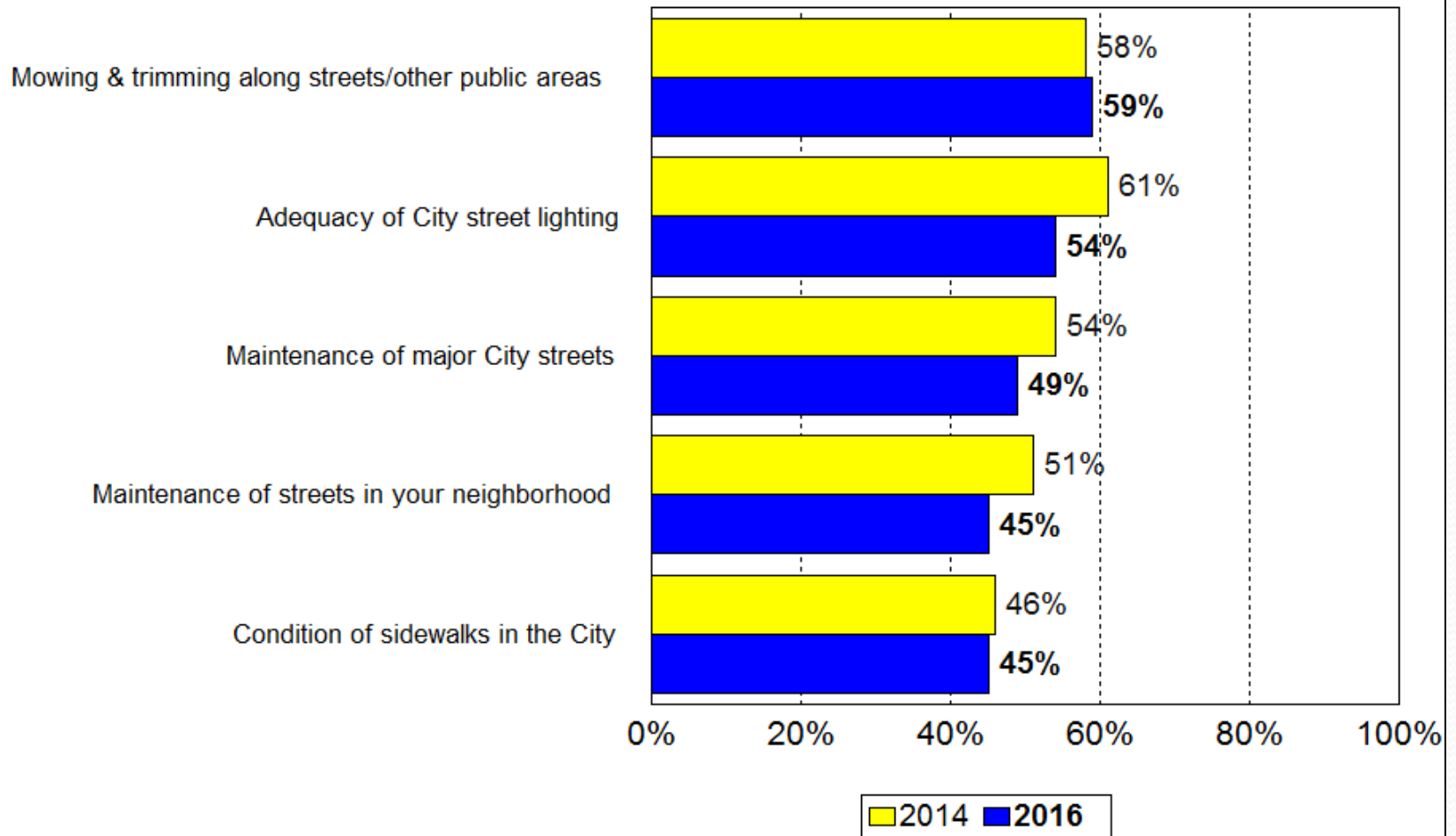
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# TRENDS: Satisfaction With Streets 2014 vs. 2016

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

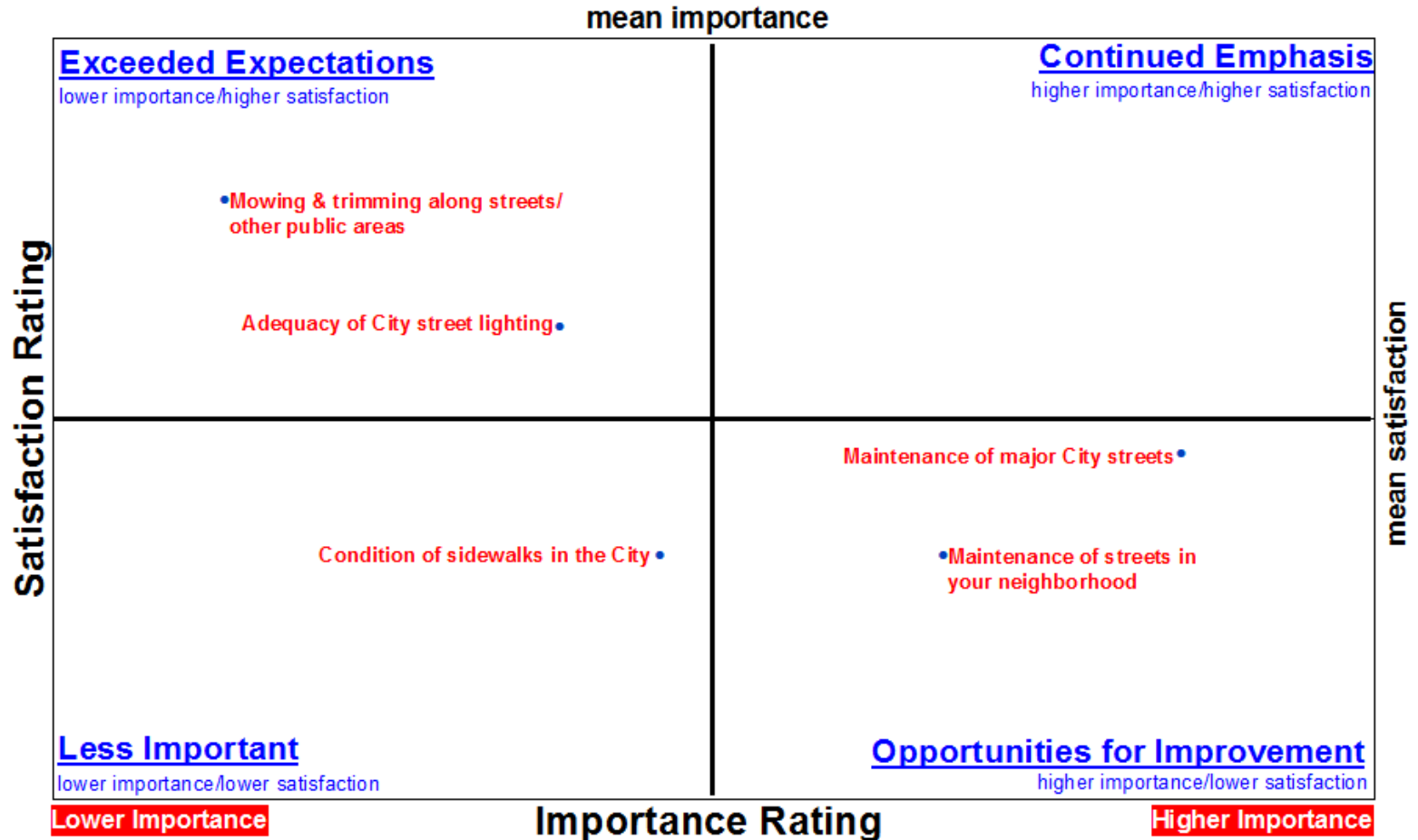


Trends are generally lower: 1 area increased; four areas decreased

# 2016 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 (2016)

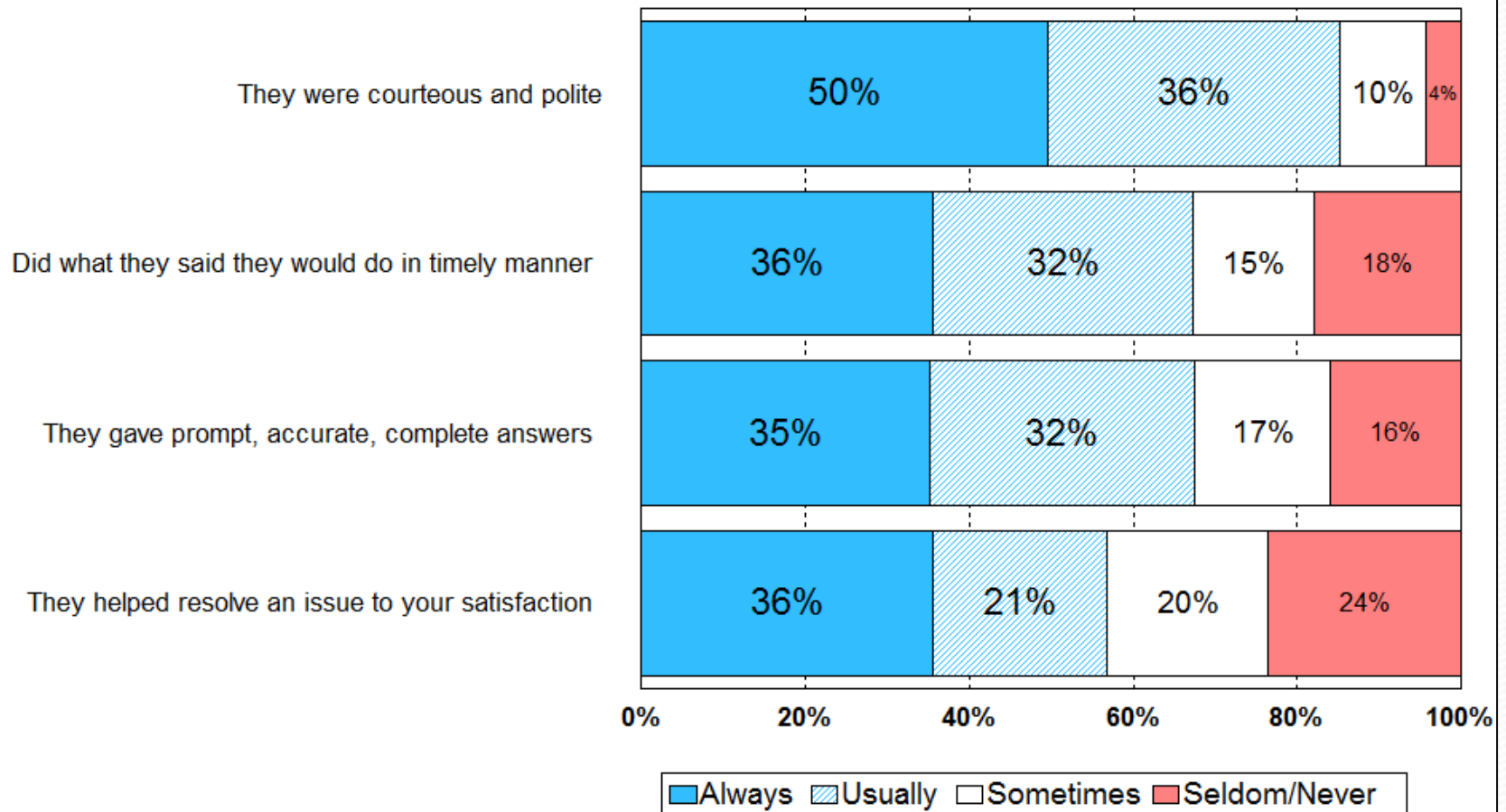
*Topic 8*

# *Customer Service*



# Q8-4. 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")

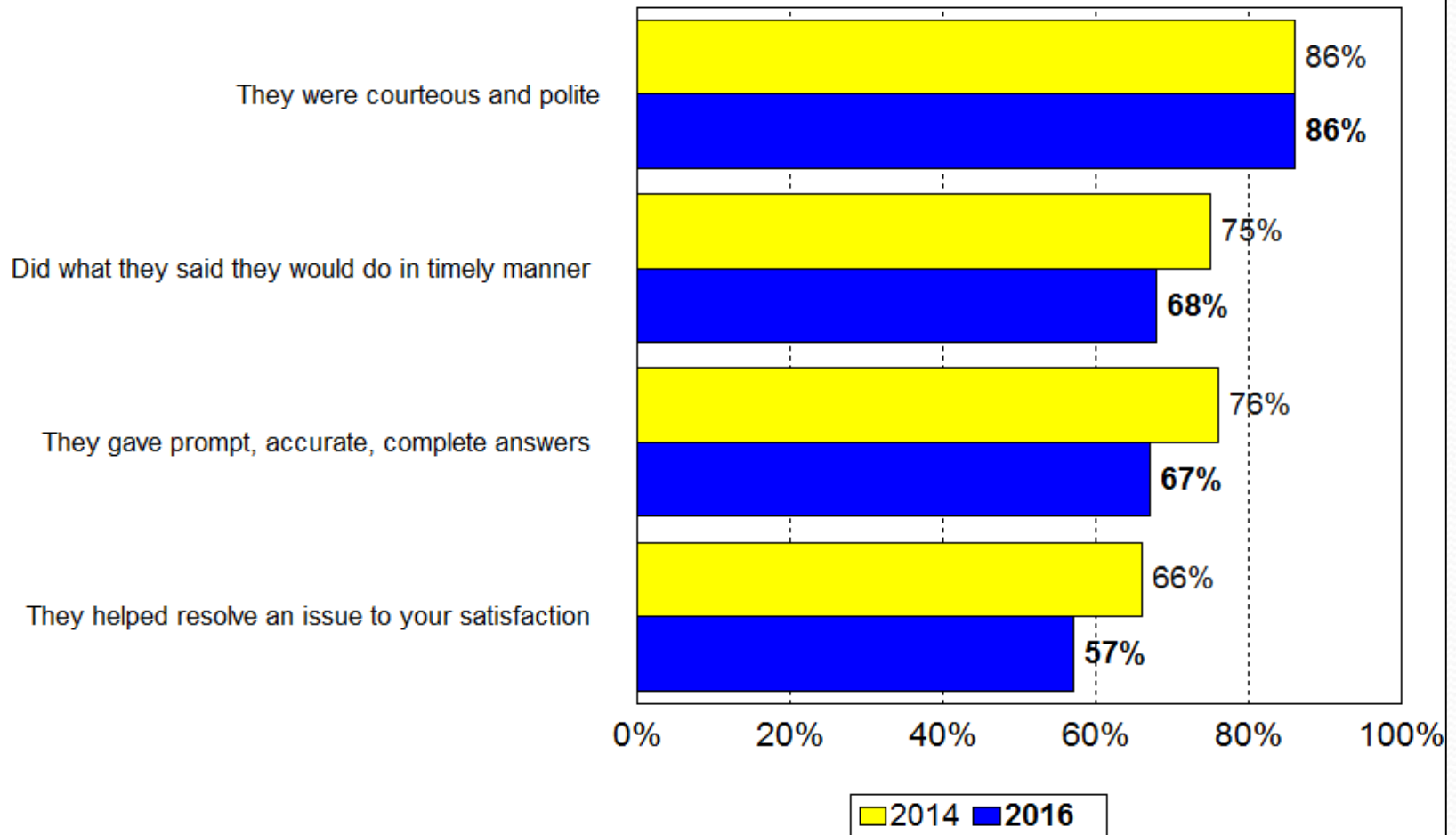


Customer Service Ratings Are High

# TRENDS: How often did the employees contacted display the following behaviors?

## 2014 vs. 2016

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



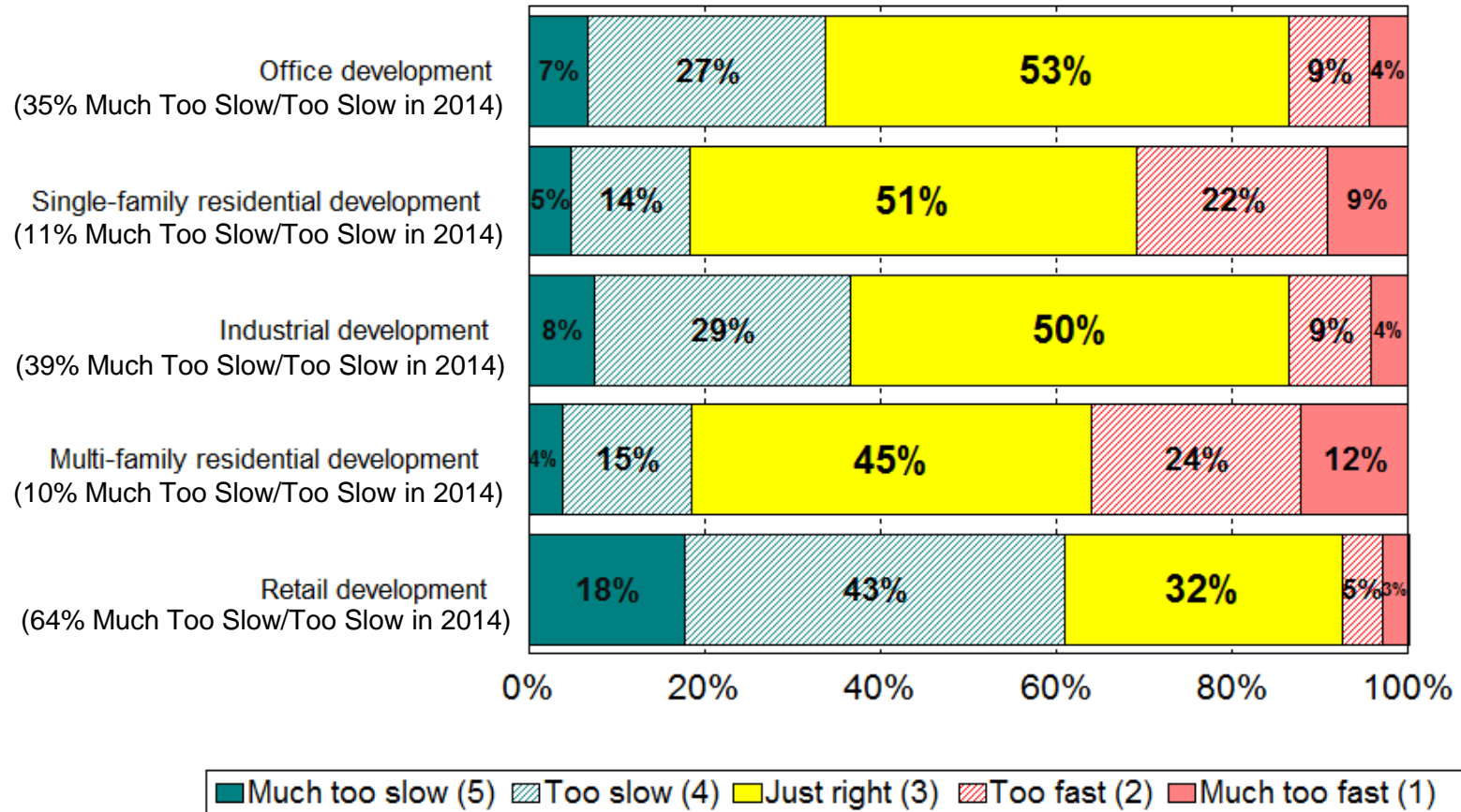
Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

*Topic 9*

*Perceptions of  
Development*

# Q9. How Residents Rate the City's Current Pace of Development

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



Residents want more retail; "just right" is the greatest response for all other areas

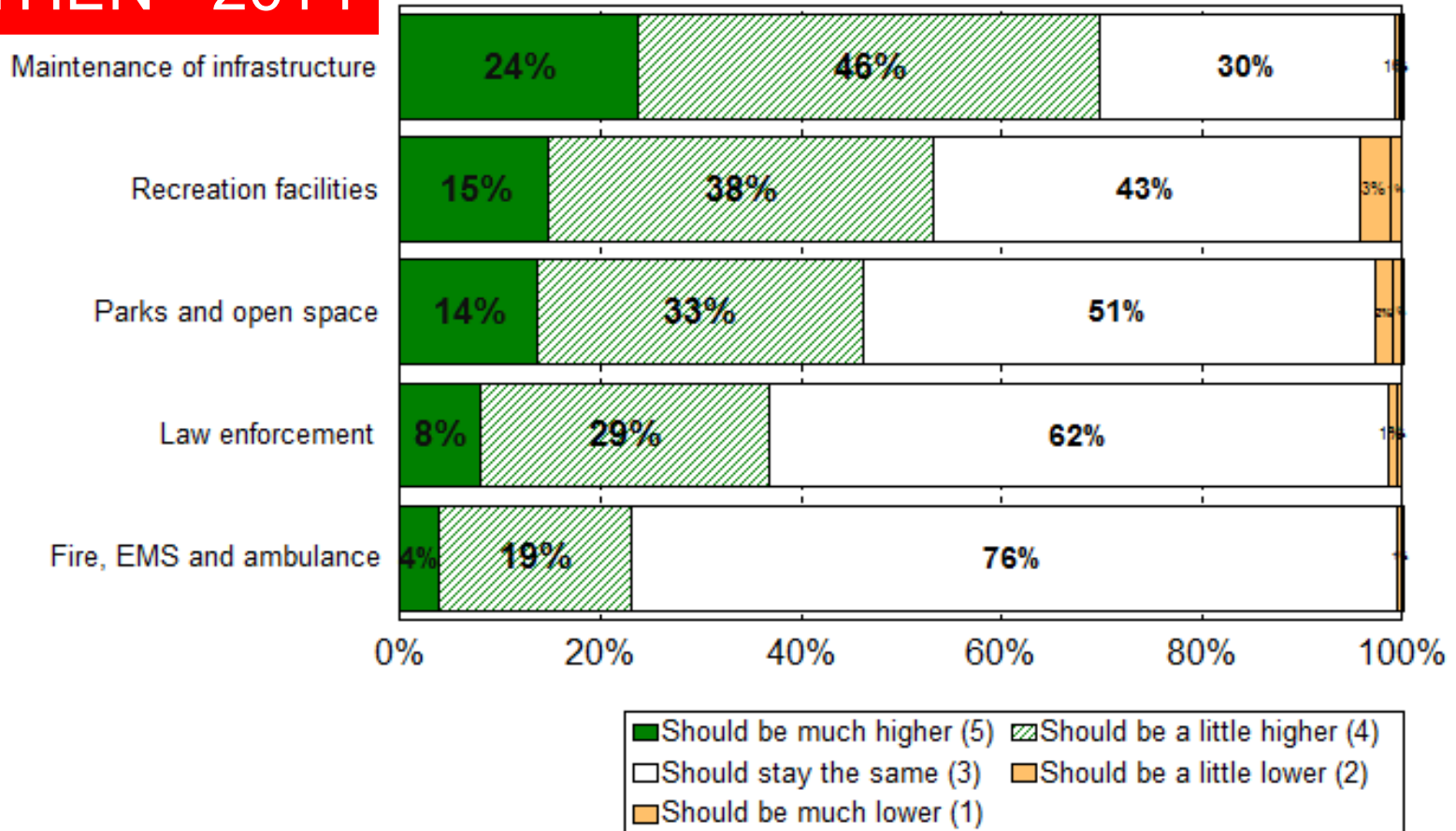
*Topic 10*

*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")

**THEN - 2014**

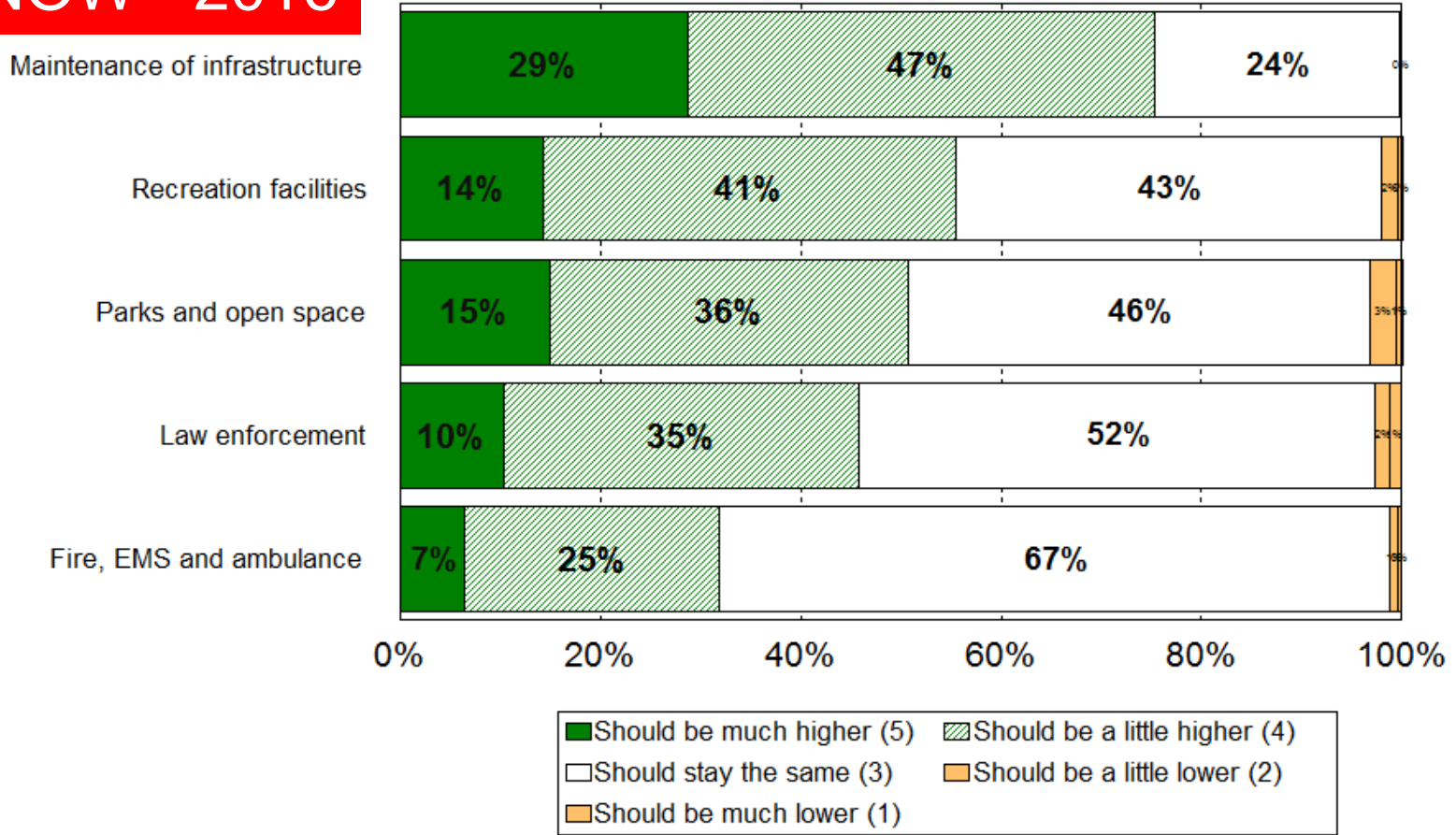


Source: ETC Institute DirectionFinder (2014 - Washougal, WA)

# Q10. How the Level of Service Provided by the City Should Change

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

**NOW - 2016**

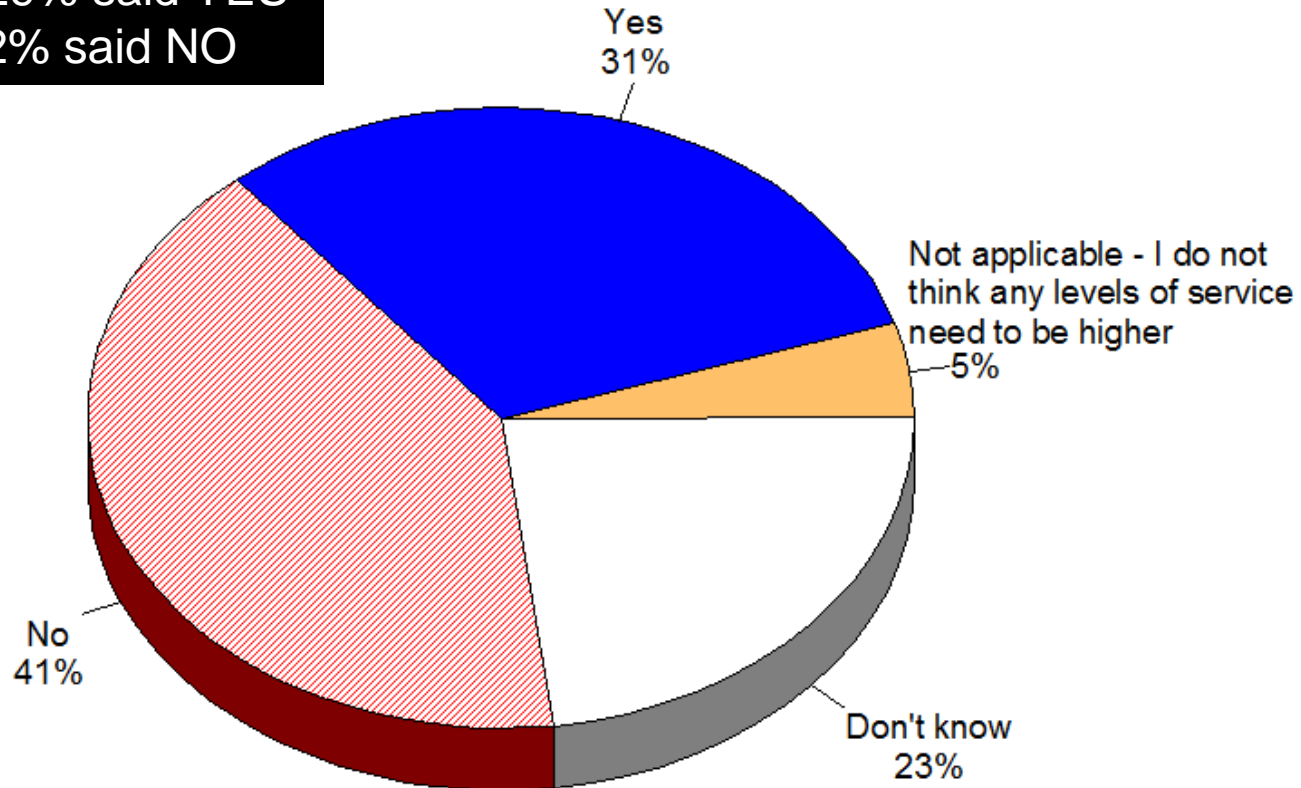


Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# Q11. Would you be willing to pay more in taxes or fees to support an increase in service levels?

by percentage of respondents

In 2014, 29% said YES  
and 42% said NO

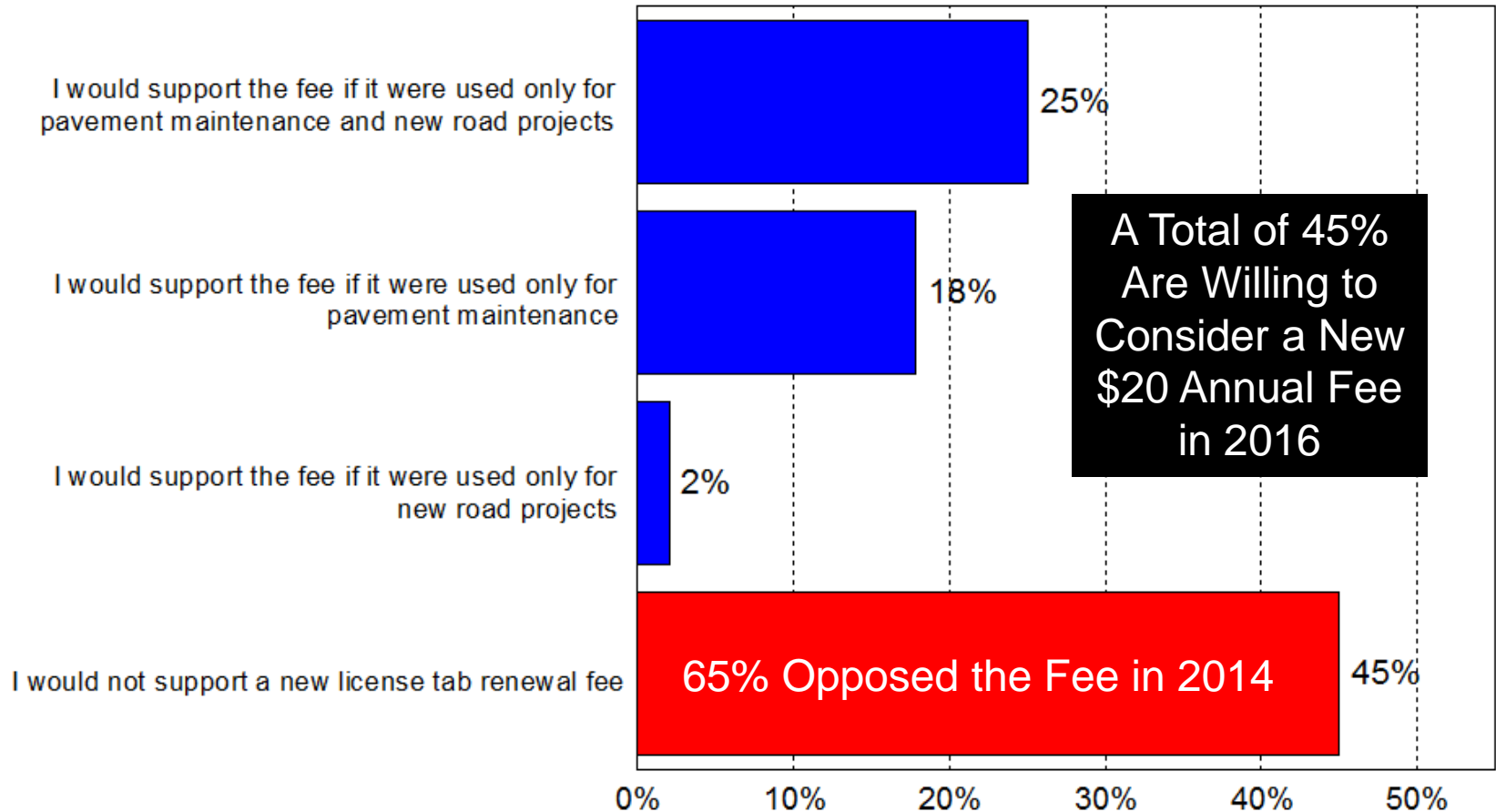


Source: ETC Institute DirectionFinder (2016 - Washougal, WA)



# Q13. Which of the following statements reflects your support for a new \$20 annual license fee?

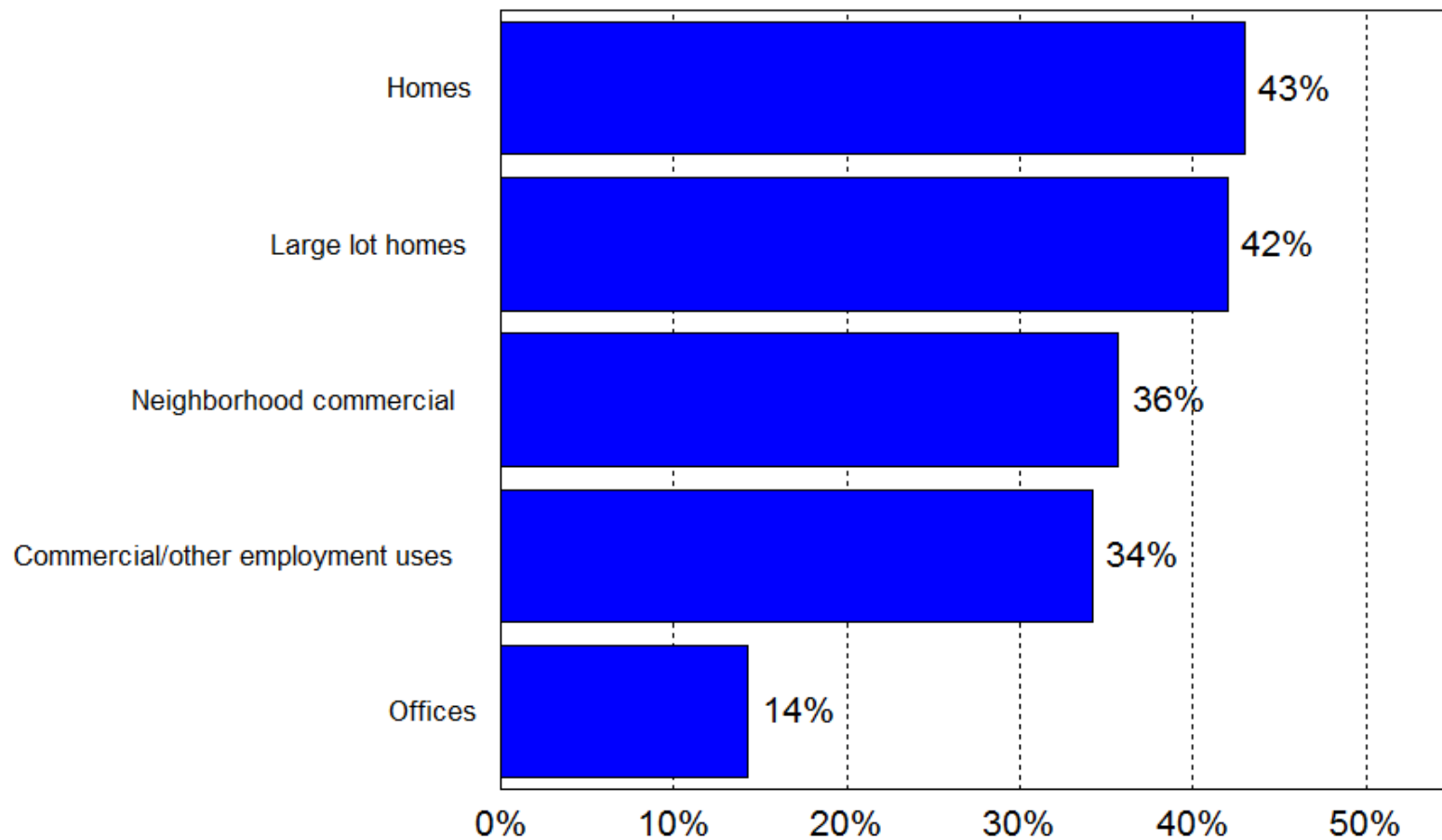
by percentage of respondents (multiple selections could be made - excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# Q7. Types of Land Uses That Residents Envision in the NW UGA and NE UGA Areas of Washougal in 2035

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2016 - Washougal, WA)

# Community Amenities That Residents Would Most Support

## Top Four Answers

- Community Center/Indoor Recreation Center
- Dog Park
- More Parks/Open Space Areas
- Swimming Pool

A Total of 69% Are Willing to Pay More in Taxes or Fees to Support Community Amenities

# Summary

- **Most residents have a positive opinion of the City**
  - ❑ **Only 8% are dissatisfied with the overall quality of city services**
- **Top overall priorities:**
  - ❑ **street maintenance**
  - ❑ **economic development**
- **Many residents want expanded city services, particularly infrastructure improvements, but they may not be willing to pay for them**
- **Enhanced communication with residents should improve satisfaction with City services**
  - **City has made improvements, but more can be done**

# Questions?

THANK YOU!!