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

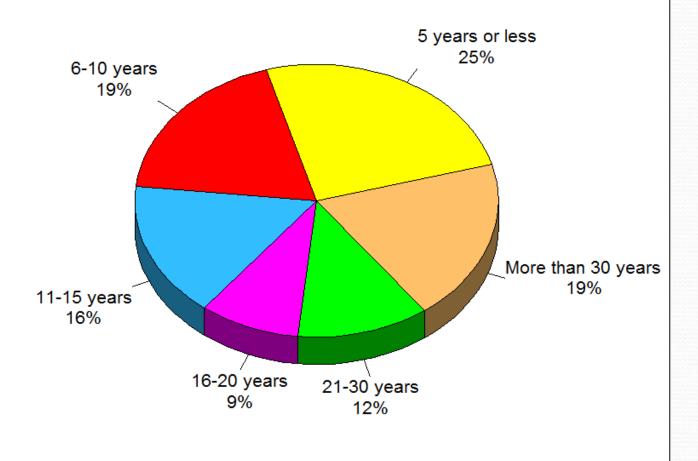
- To objectively assess satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from the 2014 survey

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

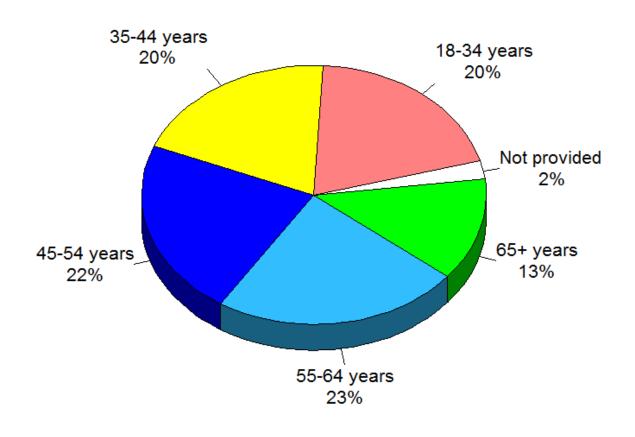
Q14. Approximately how many years have you lived in Washougal?

by percentage respondents (excluding "not provided")



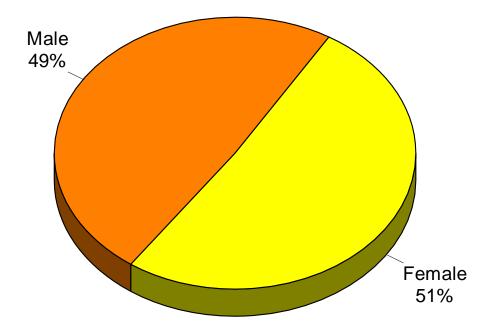
Q15. What is your age?

by percentage respondents



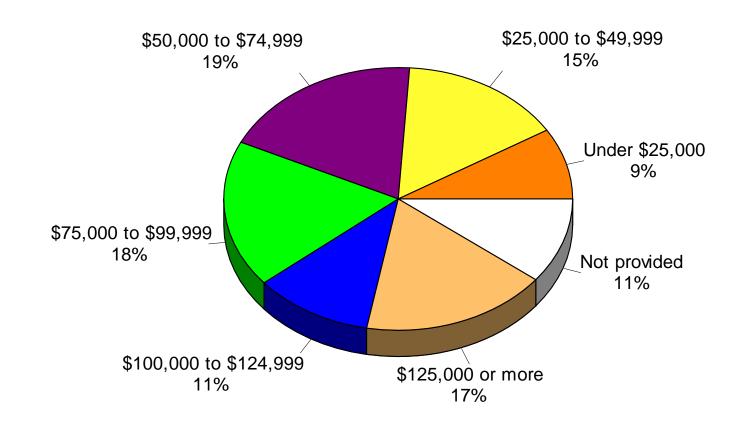


by percentage of respondents



Q19. Annual Household Income

by percentage of respondents



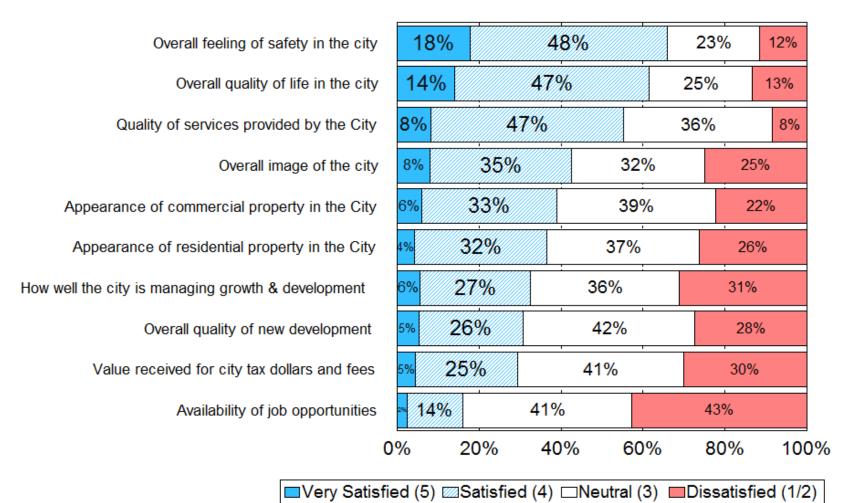
Bottom Line Up Front

- 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

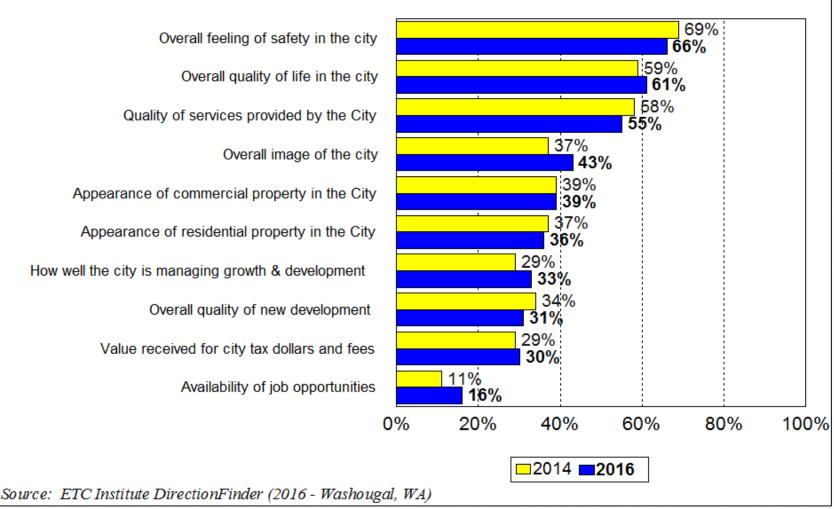
by percentage of respondents (excluding "don't know")



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

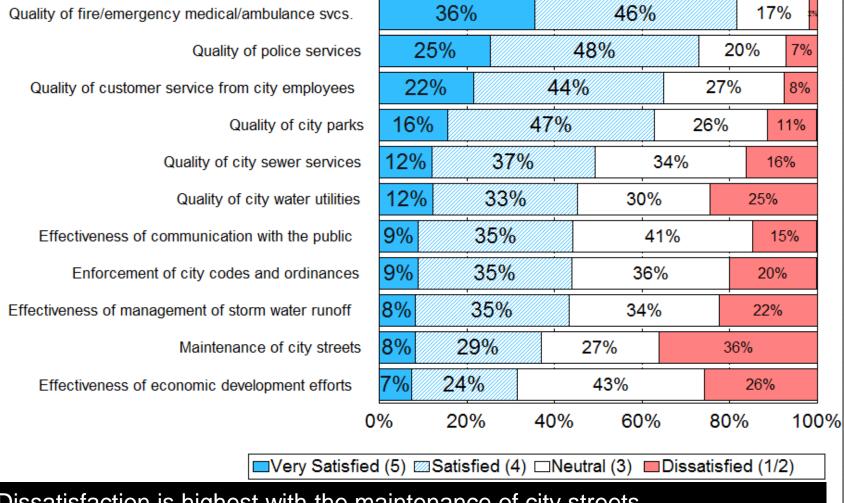
by percentage of respondents (excluding "don't know")



Topic 2 Major Categories of City Services

Q1. Satisfaction with <u>Major Categories of Service</u> Provided by the City

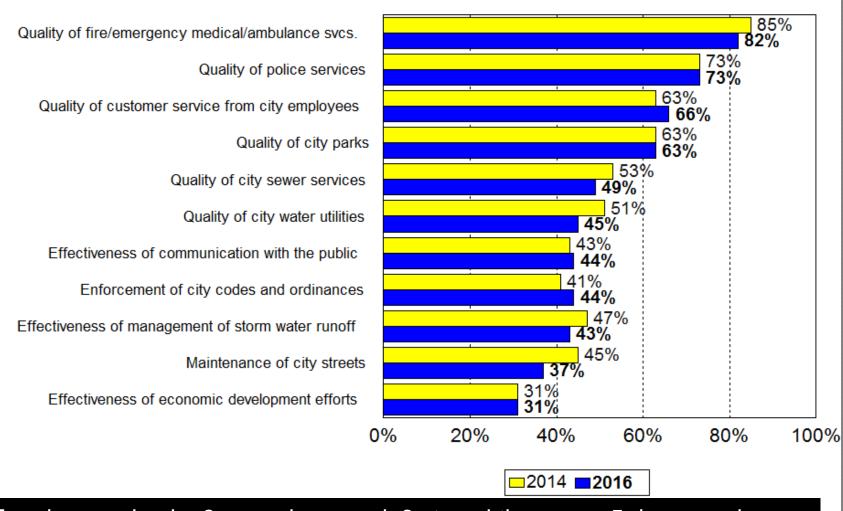
by percentage of respondents (excluding "don't know")



Dissatisfaction is highest with the maintenance of city streets

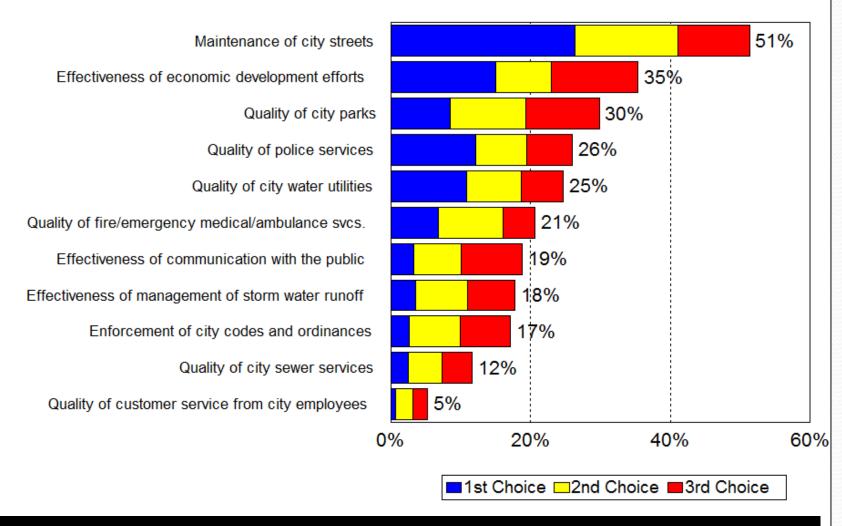
TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 vs. 2016

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



Q2. <u>City Services</u> 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



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)

mean importance Exceeded Expectations Continued Emphasis lower importance/higher satisfaction higher importance/higher satisfaction Quality of fire/emergency medical/ambulance svcs Quality of police services Satisfaction Rating Quality of customer service from city employees Quality of city parks mean satisfaction Quality of city sewer services • Effectiveness of communication with the public · Quality of city water utilities Enforcement of city codes and ordinances • Effectiveness of mamt. Maintenance of city streets . of storm water runoff Effectiveness of economic development efforts Less Important Opportunities for Improvement lower importance/lower satisfaction higher importance/lower satisfaction Higher Importance Lower Importance Importance Rating Source: ETC Institute (2016)

Topic 3 Public Safety Services

Q4-3. Satisfaction with Public Safety

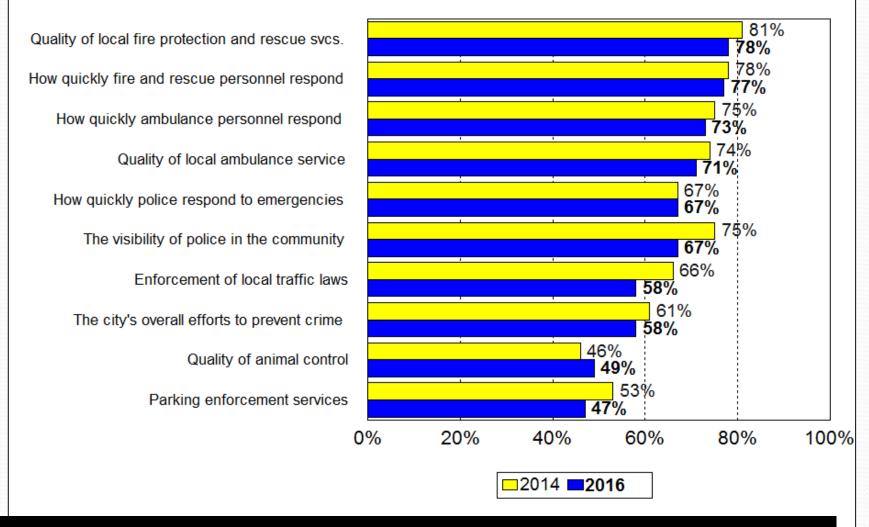
by percentage of respondents (excluding "don't know")

29% 49% 20% Quality of local fire protection and rescue svcs. 33% 44% 20% How quickly fire and rescue personnel respond 43% 30% 24% How quickly ambulance personnel respond 28% 43% 26% Quality of local ambulance service 21% 46% 27% 6% How quickly police respond to emergencies 17% 50% The visibility of police in the community 21% 13% 13% 45% 27% Enforcement of local traffic laws 15% 13% 45% 29% 14% The city's overall efforts to prevent crime 12% 37% 37% 15% Quality of animal control 11% 36% 42% Parking enforcement services 11% 0% 20% 40% 60% 80% 100%

■Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)

TRENDS: Satisfaction With Public Safety 2014 vs. 2016

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



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)

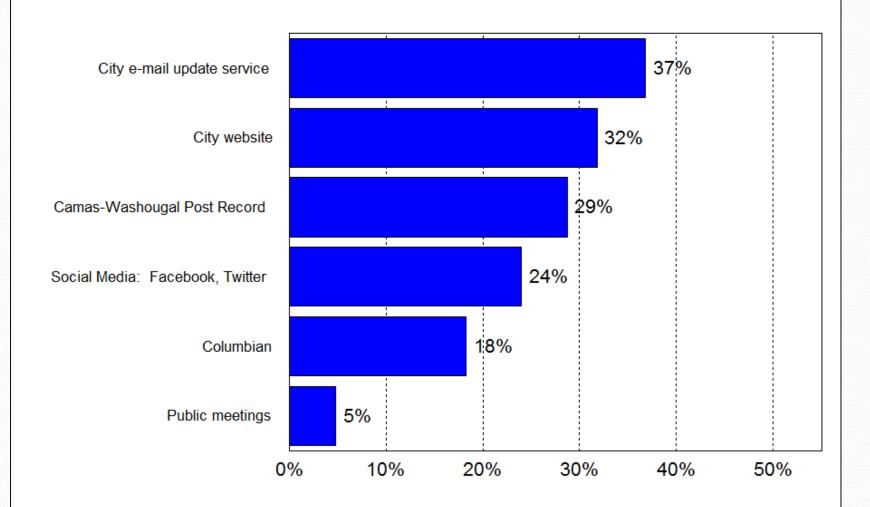
mean importance

higher importance/higher satisfaction
The visibility of police in the community
The city's overall efforts to prevent crime • Enforcement of local traffic laws
Opportunities for Improvement
higher importance/lower satisfaction ce Rating Higher Importance

Topic 4 Communication

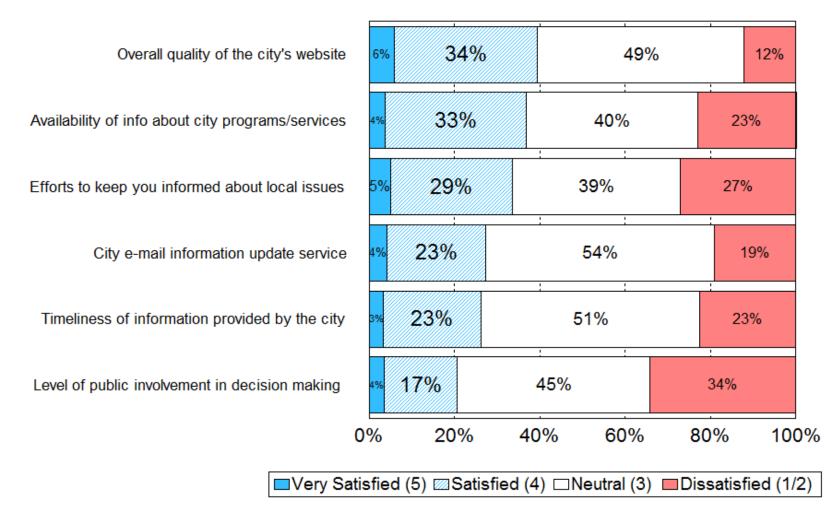
Q6. TWO Sources of Information Residents Prefer to Get Information from the City

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



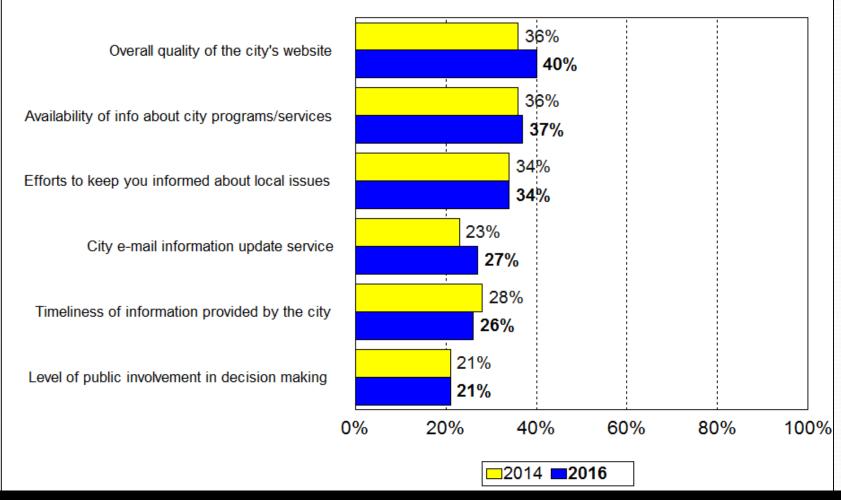
Q4-5. Satisfaction with Communication

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



TRENDS: Satisfaction With Communication 2014 vs. 2016

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



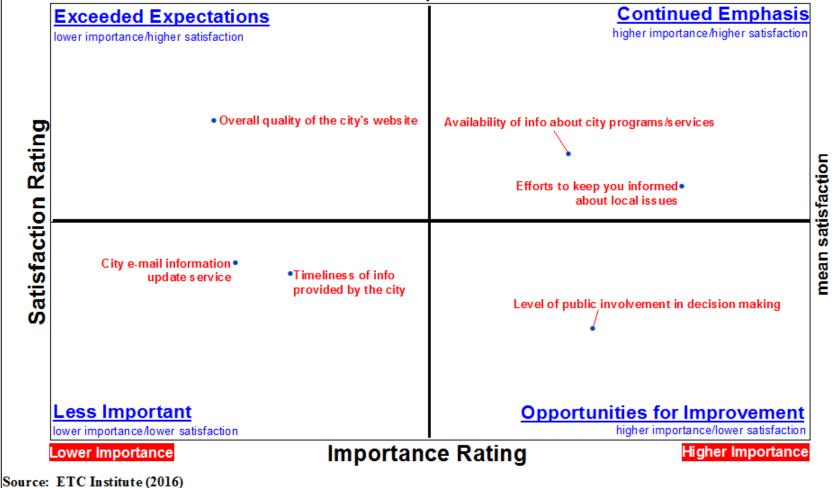
Trends are generally better: 3 areas increased, 2 stayed the same, 1 decreased

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)

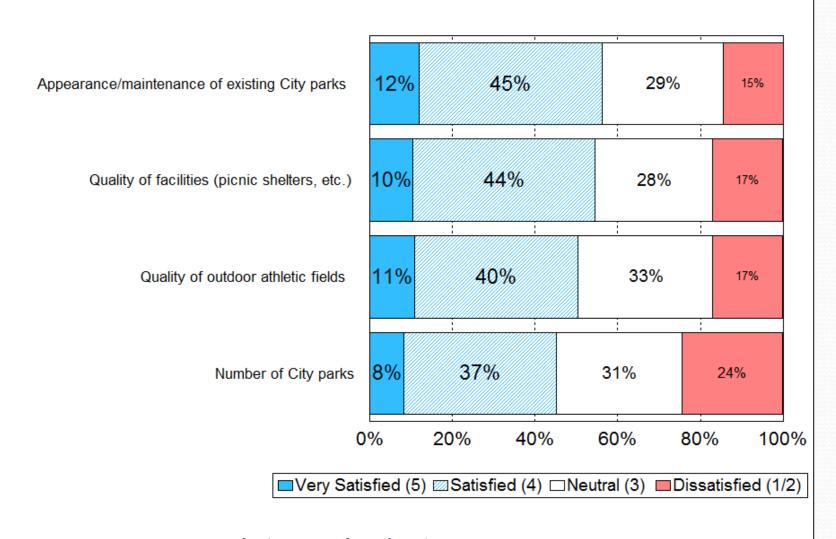
mean importance



Topic 5 Parks

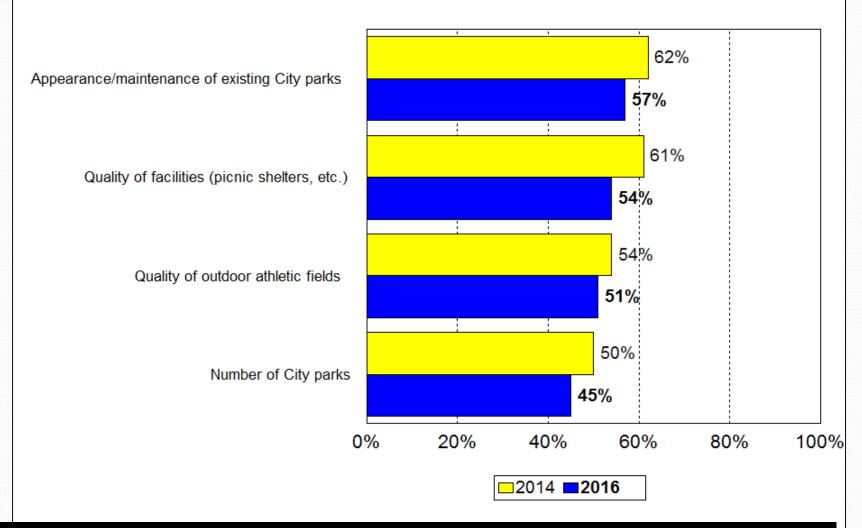
Q4. Satisfaction with Parks and Recreation

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



TRENDS: Satisfaction With Parks and Recreation 2014 vs. 2016

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



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)

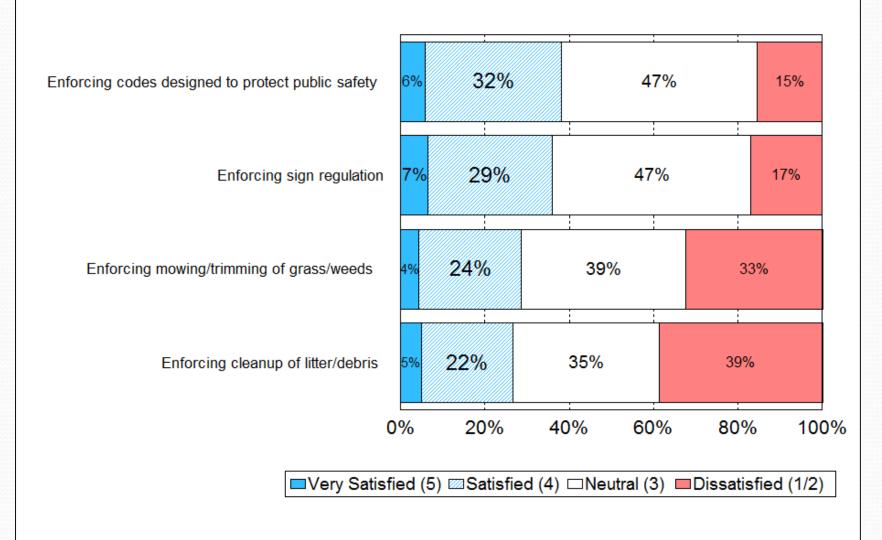
mean importance

Exceeded Expectations	Continued Emphasis
lower importance/higher satisfaction	higher importance/higher satisfaction
	 Appearance/maintenance of existing City parks
	 Quality of facilities (picnic shelters, etc.)
• Quality of outdoor athletic fields	
Number of City parks ●	
Less Important lower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction
Lower Importance Importance	e Rating Higher Importance
ETC Institute (2016)	_

Topic 6 Code Enforcement

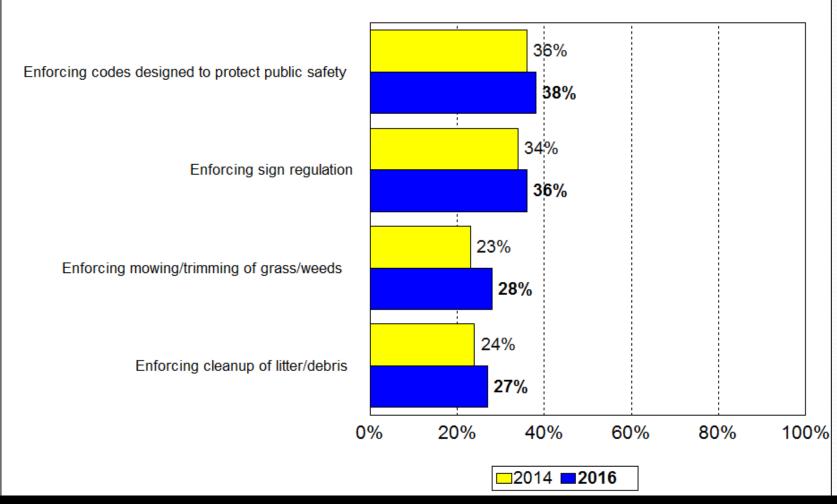
Q4-9. Satisfaction With Code Enforcement

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



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)

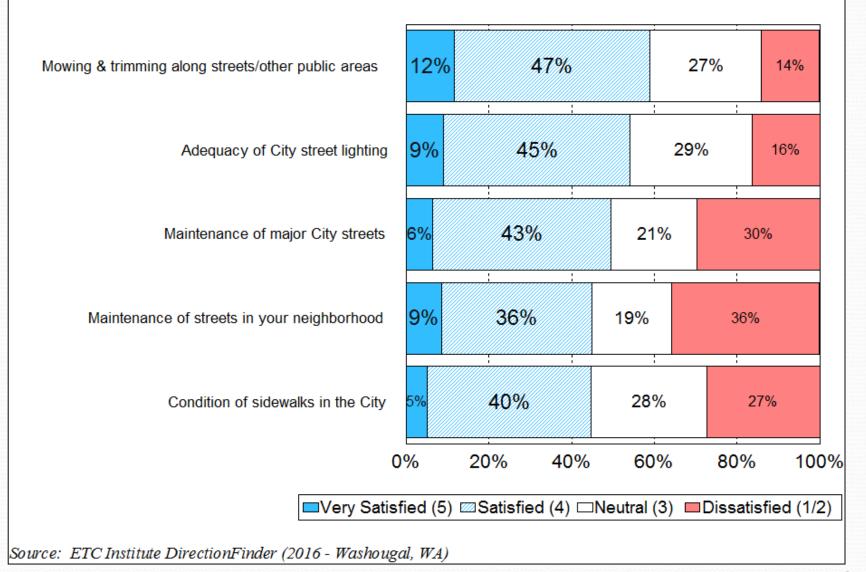
mean importance

Lower Importance Importan	ce Rating Higher Importance
Less Important Iower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction
Enforcing mowing/trimming of grass/weeds •	Enforcing cleanup of litter/debris •
•Enforcing sign regulation Enforcing mowing/trimming of grass/weeds •	•Enforcing codes designed to protect public safety
Exceeded Expectations lower importance/higher satisfaction	higher importance/higher satisfaction

Topic 7 City Streets

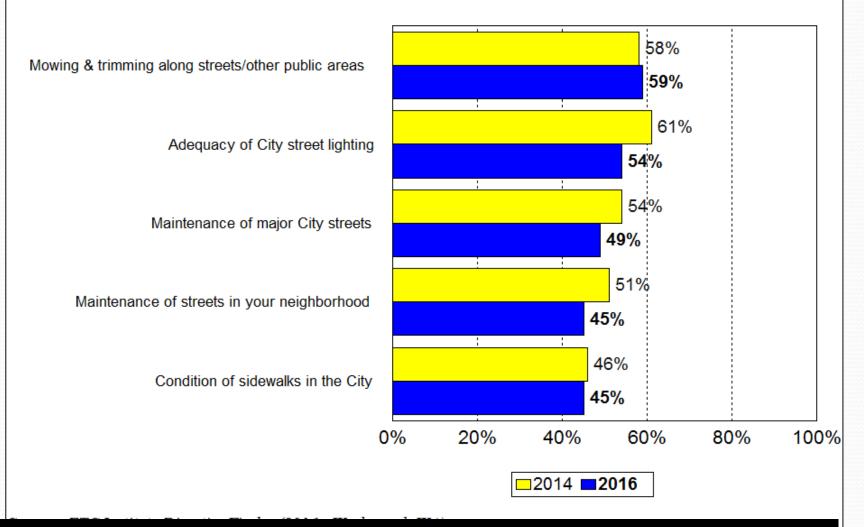
Q4-7. Satisfaction With Streets

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



TRENDS: Satisfaction With Streets 2014 vs. 2016

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



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)

mean importance

	mean importance			
	Exceeded Expectations lower importance/higher satisfaction	Continued Emphasis higher importance/higher satisfaction		
bu	Mowing & trimming along streets/ other public areas			
on Rating			isfaction	
Satisfaction	Condition of sidewalks in the City •	Maintenance of major City streets •Maintenance of streets in your neighborhood	mean satisfaction	
	Less Important lower importance/lower satisfaction Lower Importance Importance	Opportunities for Improvement higher importance/lower satisfaction ce Rating Higher Importance		
Lower Importance Importance Rating Source: ETC Institute (2016) Higher Importance				

Topic 8 Customer Service

Q8-4. How often did the employees contacted display the following behaviors?

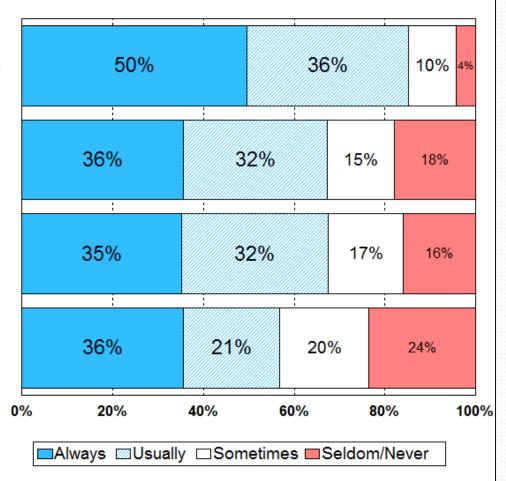
by percentage of respondents who contacted the City during the past year (excluding "don't know")

They were courteous and polite

Did what they said they would do in timely manner

They gave prompt, accurate, complete answers

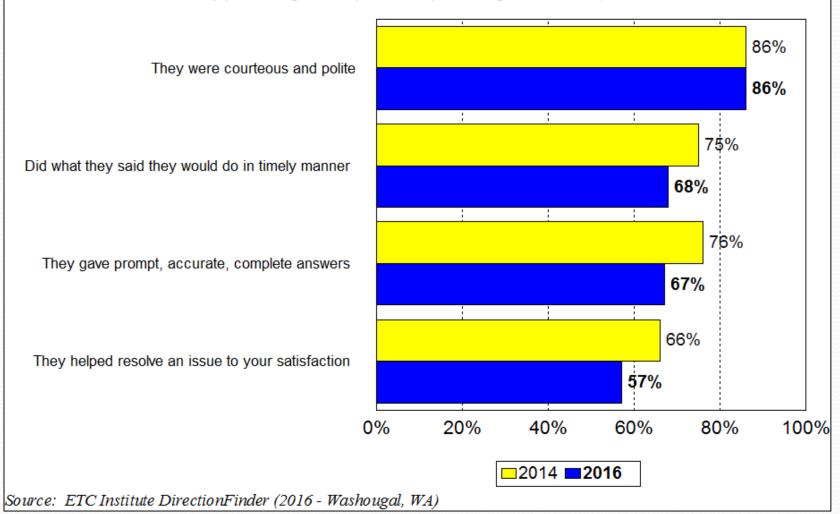
They helped resolve an issue to your satisfaction



Customer Service Ratings Are High

TRENDS: How often did the employees contacted display the following behaviors? 2014 vs. 2016

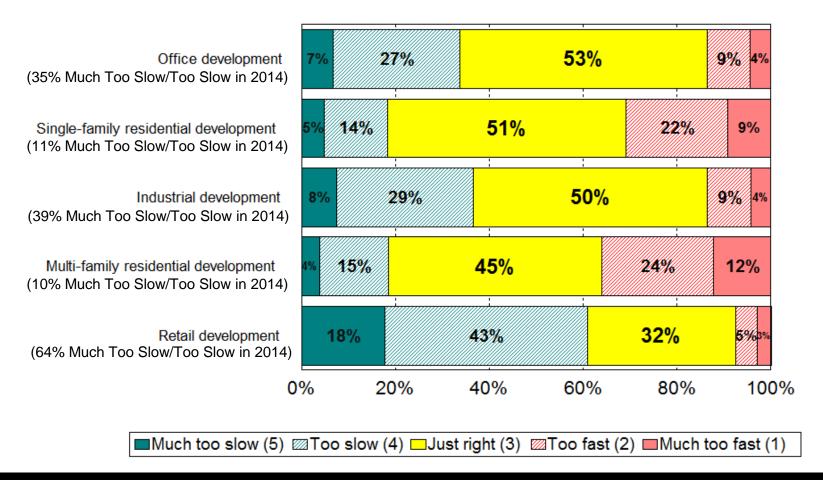
by percentage of respondents (excluding "don't know")



Topic 9 Perceptions of Development

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

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

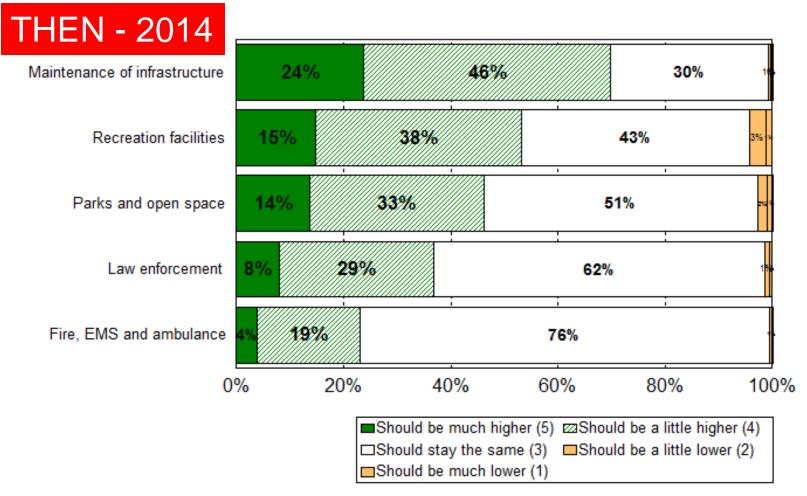


Residents want more retail; "just right" is the greatest response for all other areas

Topic 10 Other Funding and Policy Issues

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

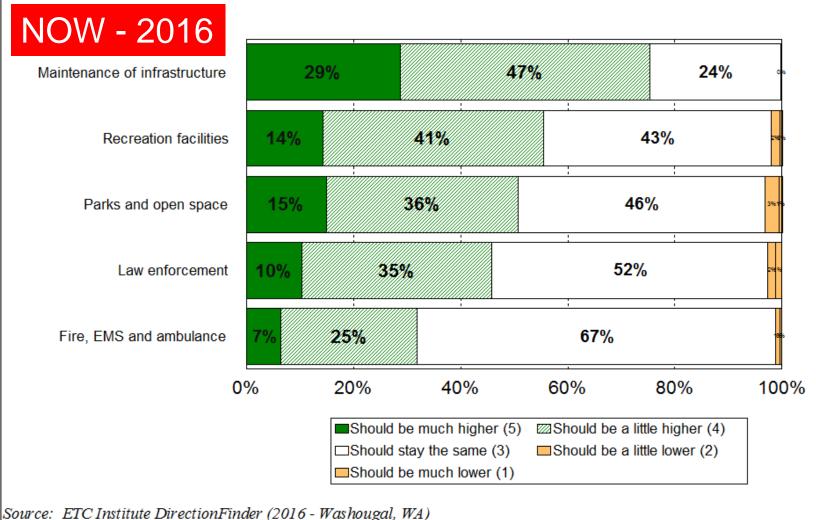
by percentage of respondents (excluding "don't know")



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

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

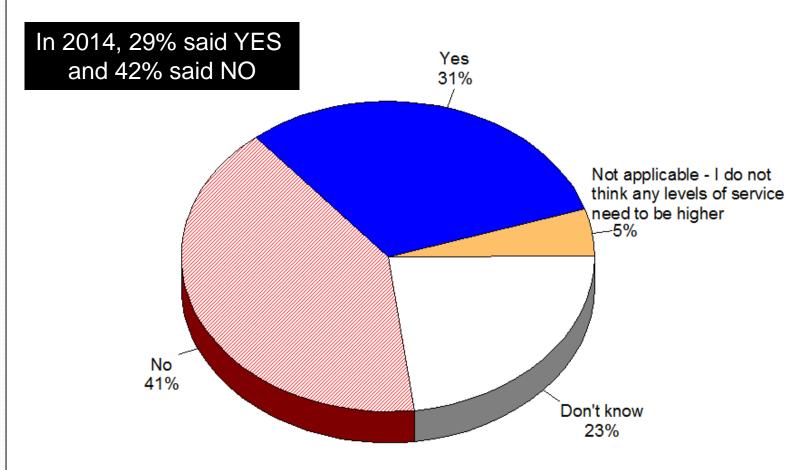
by percentage of respondents (excluding "don't know")



47

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

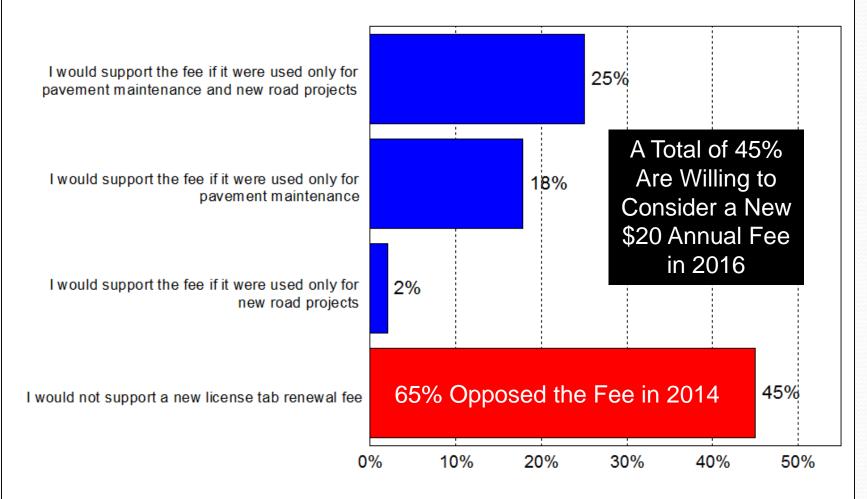
by percentage of respondents



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

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

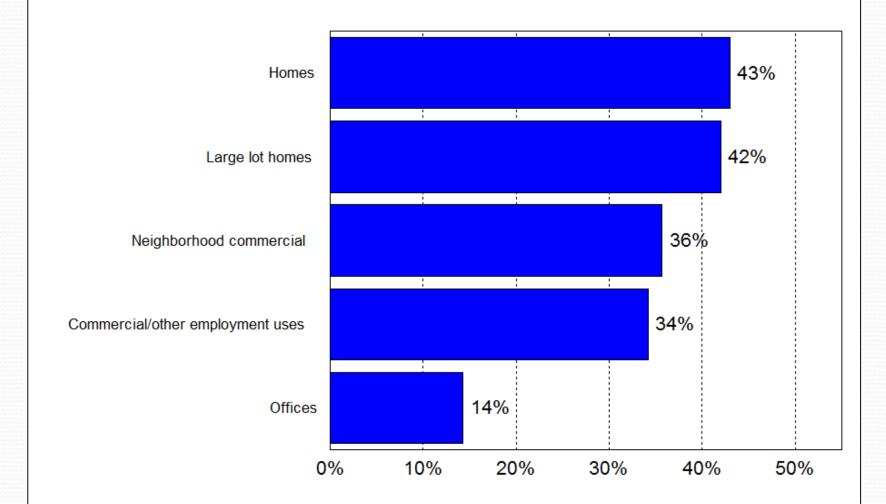
by percentage of respondents (multiple selections could be made - excluding "don't know")



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!!