

# City of Washougal 2022 Resident Survey Findings Report

PRESENTED BY ETC INSTITUTE

NOVEMBER 7, 2022



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

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

*For more than 35 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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Trends

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Comparative Strengths & Weaknesses

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Opportunities for Improvement

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Questions

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# 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

Similar to previous surveys conducted by ETC Institute.

The last survey was conducted in 2020.

The first survey was conducted in 2014.

## Method of Administration

Administered by mail, phone and online.

ETC Institute encouraged participation with texts and emails.

## Sample

The sample was designed to ensure the results would be statistically representative of the City's population.

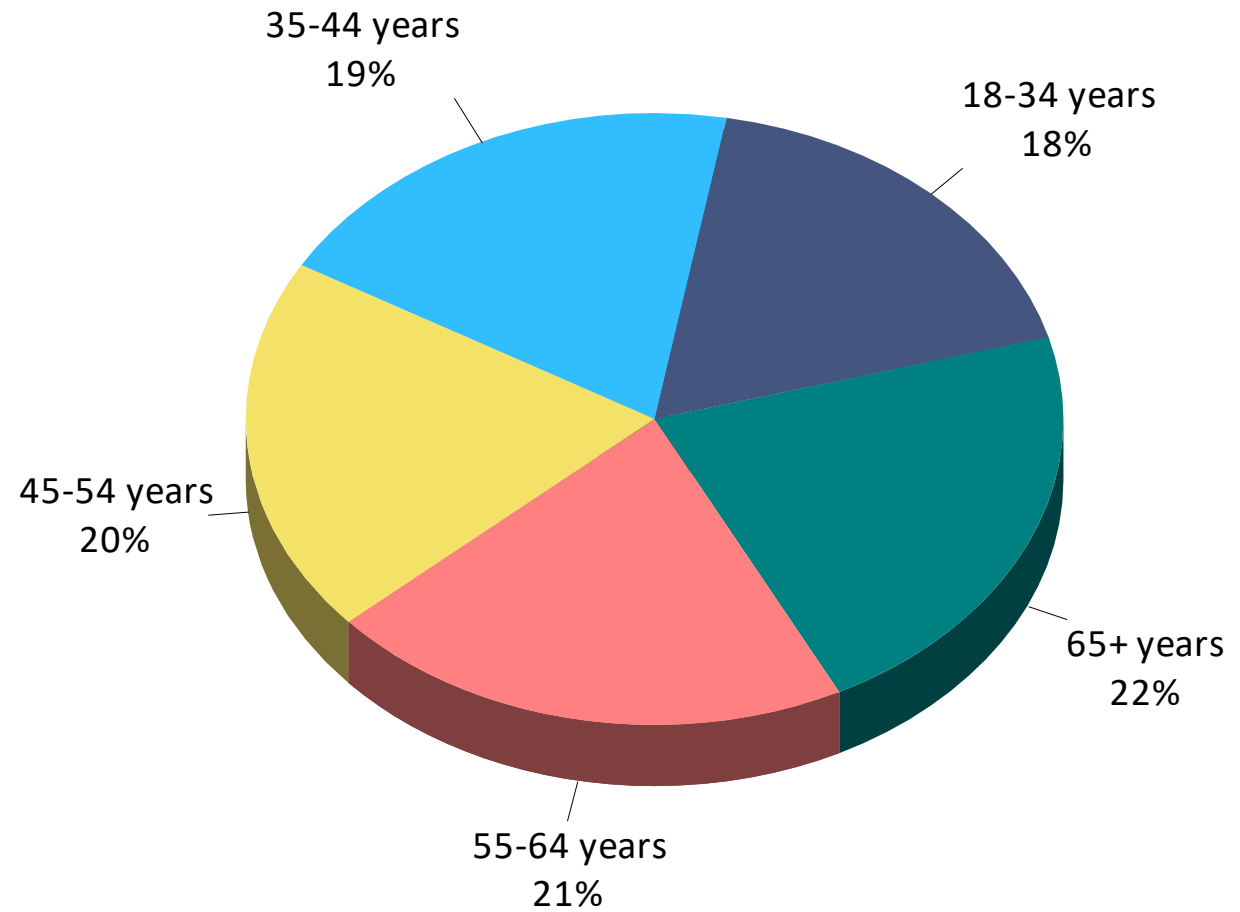
## Margin of Error

513 completed surveys were collected

+/- 4.3% at the 95% level of confidence

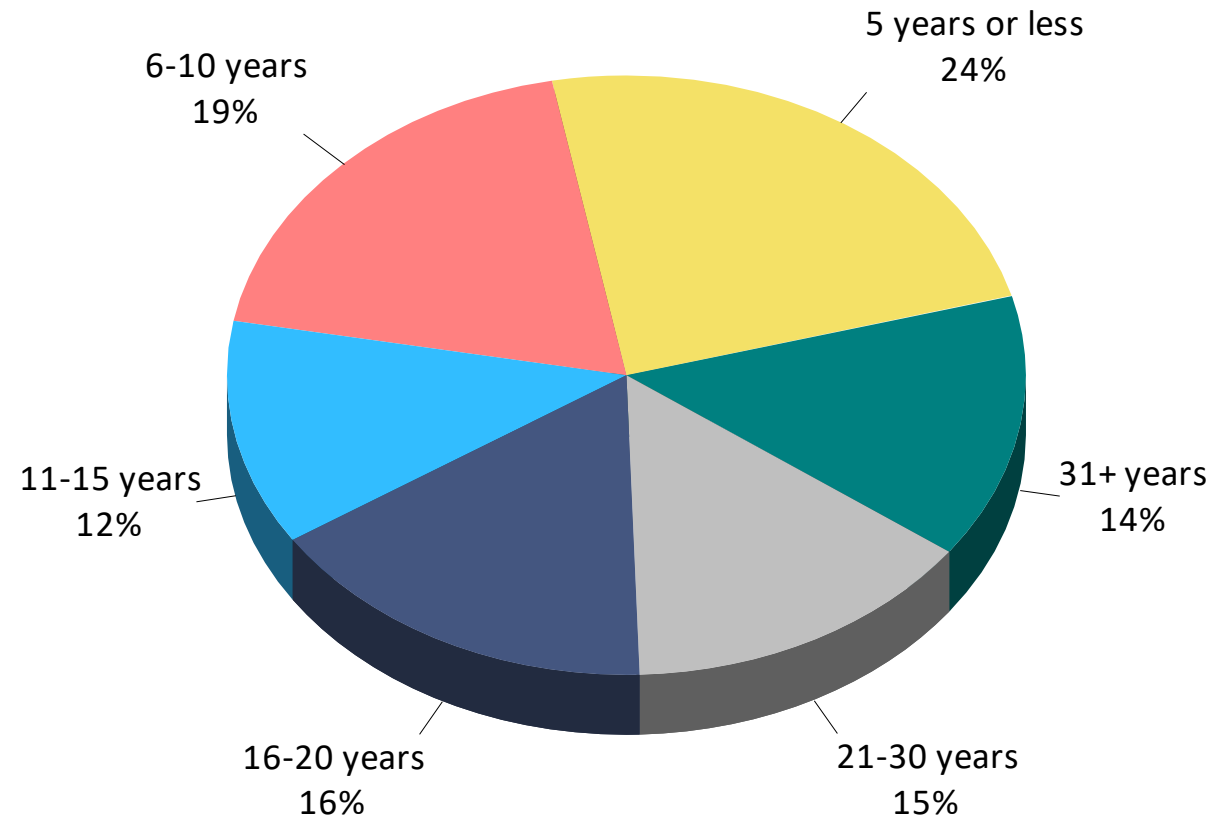
# Good Representation by AGE

## What is your age?

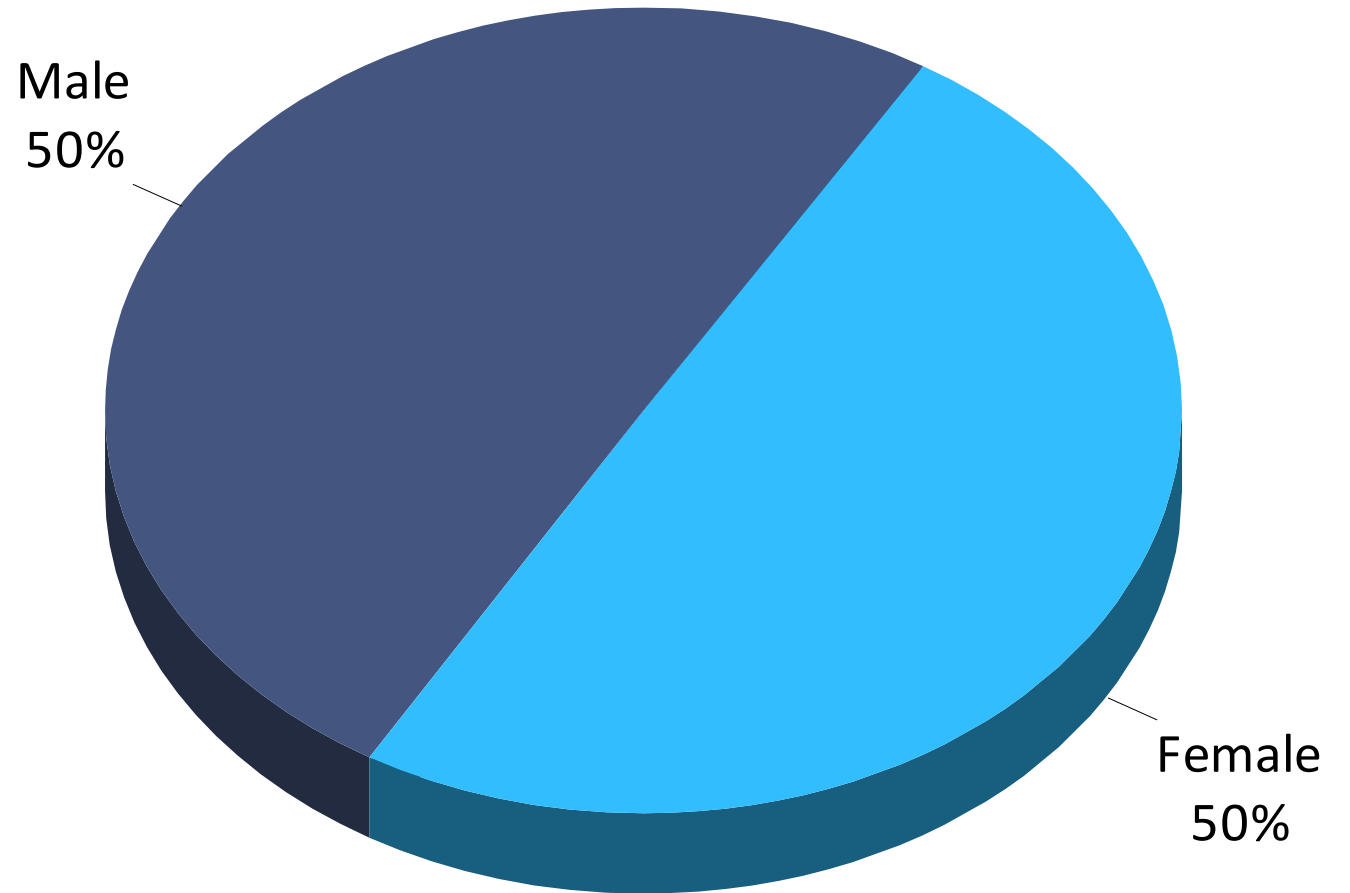


Good  
Representation  
by YEARS OF  
RESIDENCY

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



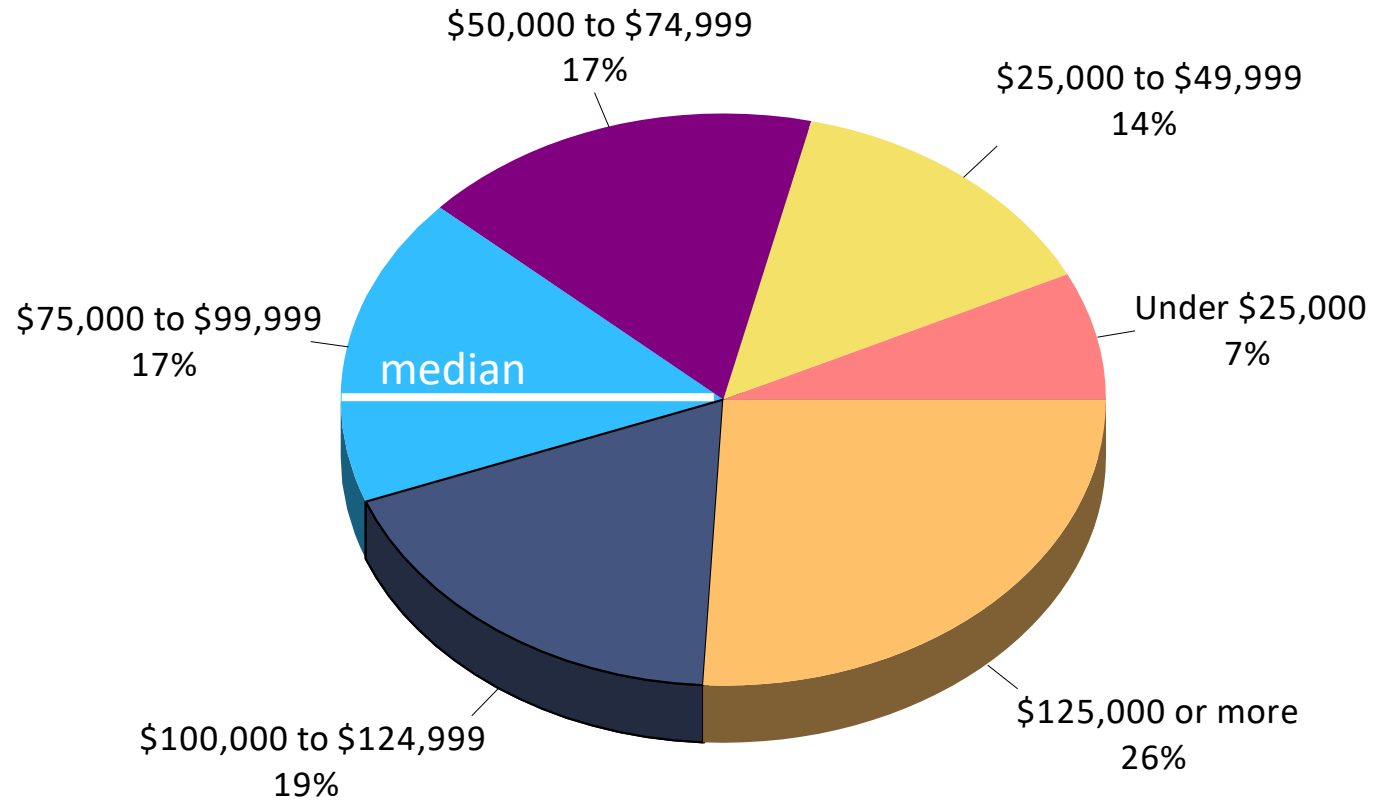
# Good Representation by GENDER





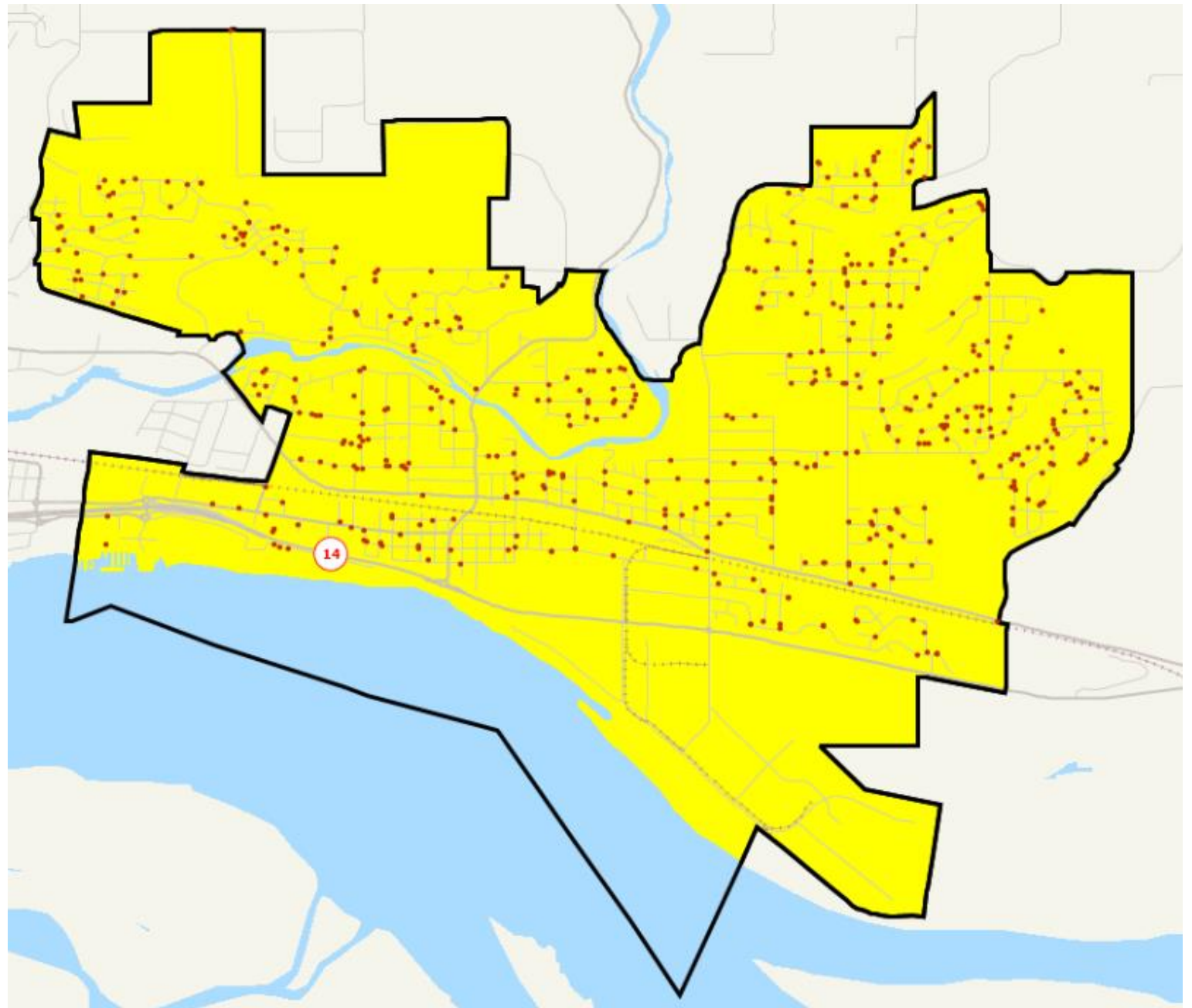
# Good Representation by INCOME

## Annual Household Income



Median Household Income Census: \$89,608

Good  
Representation  
by LOCATION



Location of Survey Respondents

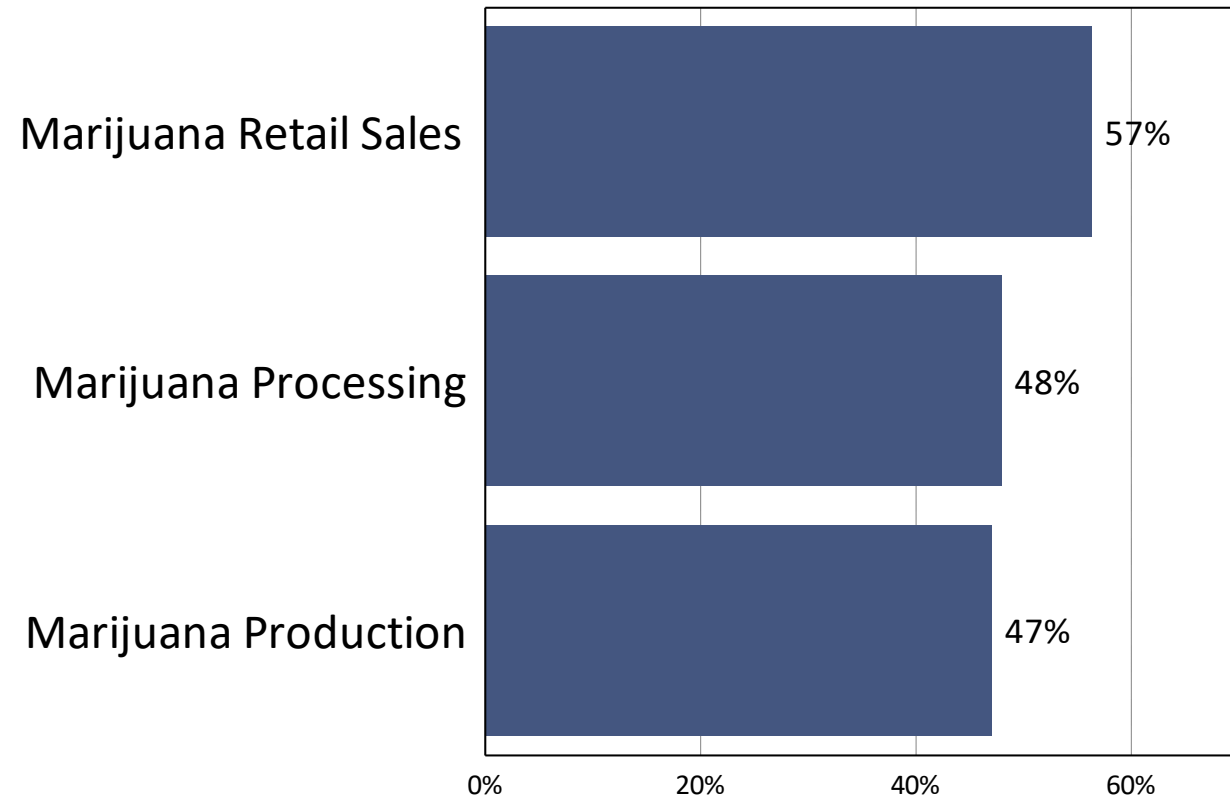
# How Residents Feel About Various Community Issues

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The Majority  
of Residents  
Support Retail  
Sales of  
Marijuana in  
the City

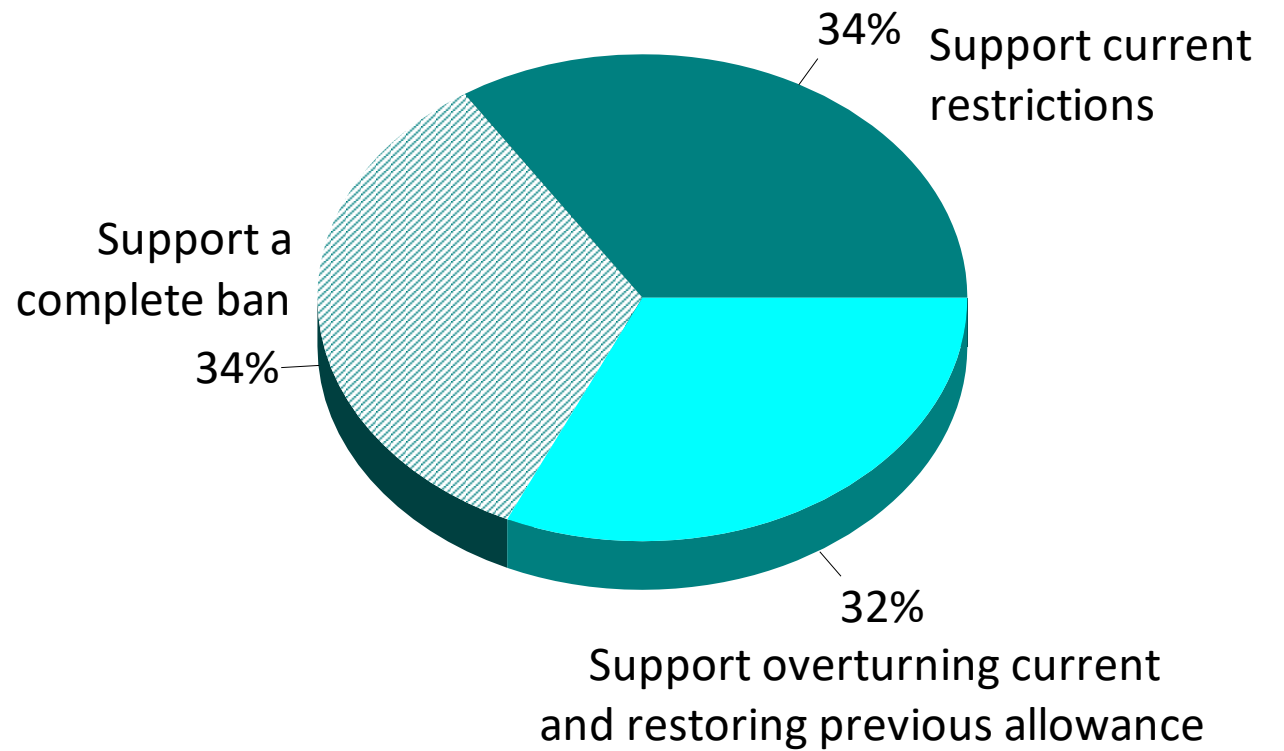
## Support for Allowing the Following Marijuana Uses in Washougal

by percentage of respondents who said YES



Residents Were Evenly Split on the Level of Restrictions to Place on Personal Fireworks

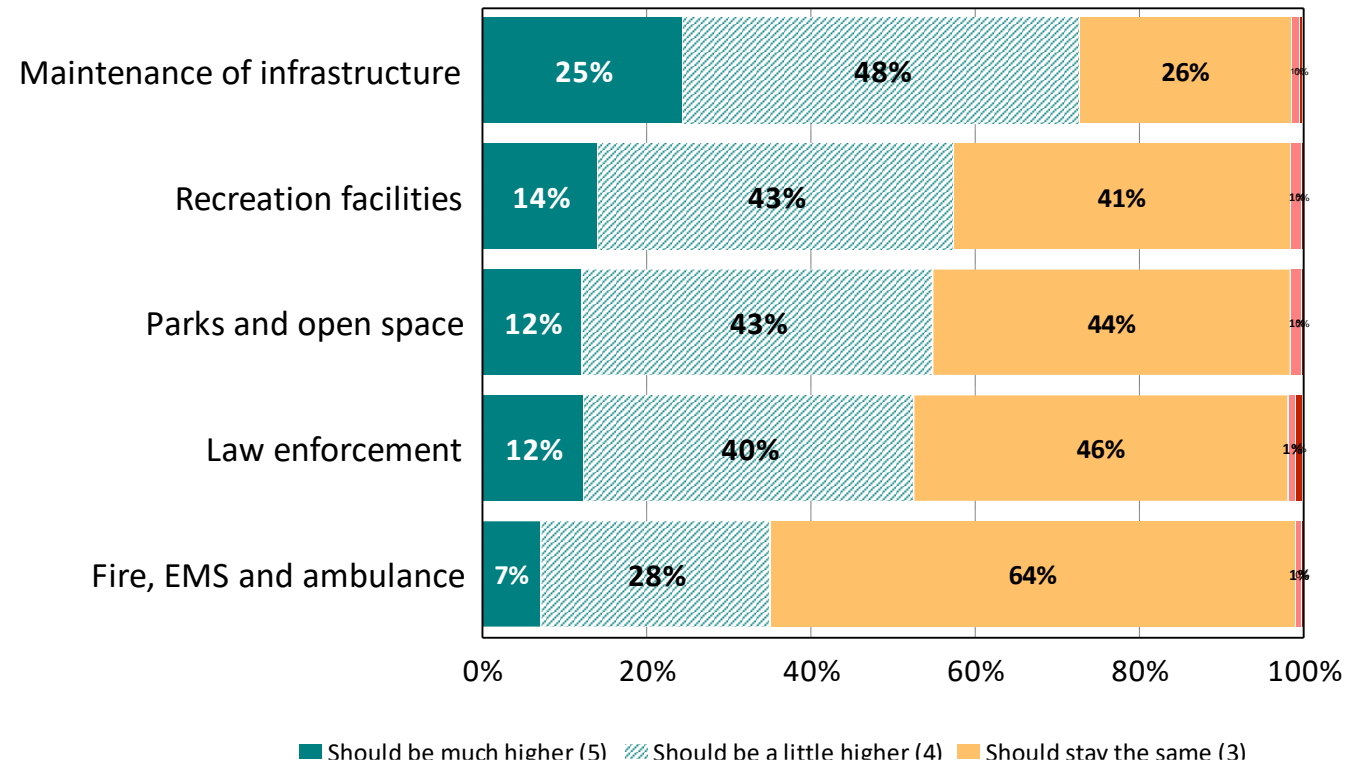
## Support for the Following Restrictions on Personal Fireworks



Residents Think  
the Level of  
Service for  
Some City  
Services Should  
Be Increased

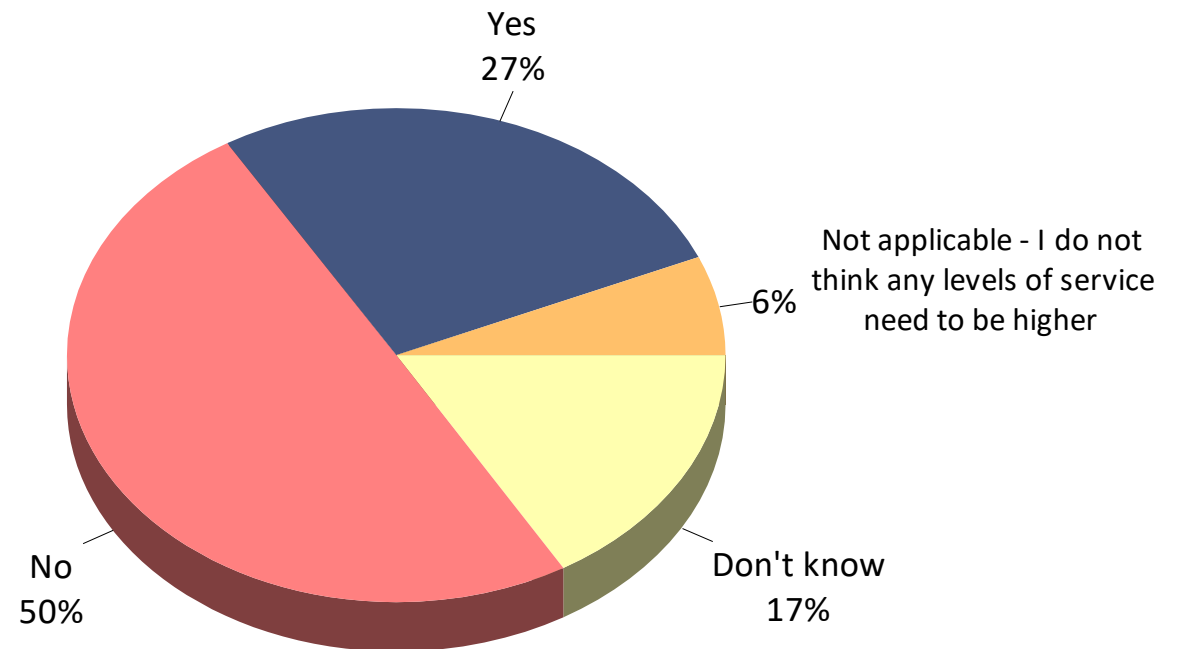
## How the Level of Service for Various Services Provided by the City Should Change

by percentage of respondents



Half (50%)  
Would Not Be  
Willing to Pay  
More Taxes or  
Fees to Support  
Higher Service  
Levels

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



# Can you identify ONE community amenity that could be provided by the City to Enhance Quality of Life?

## Top 3 Suggestions

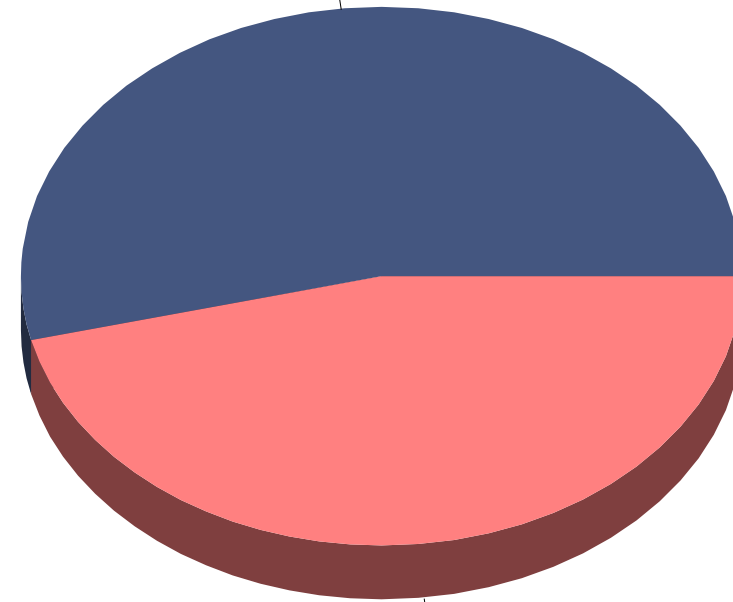
Dog Park

Community/  
Recreation Center

Swimming Pool

Percentage Who Suggested Something

54%



No

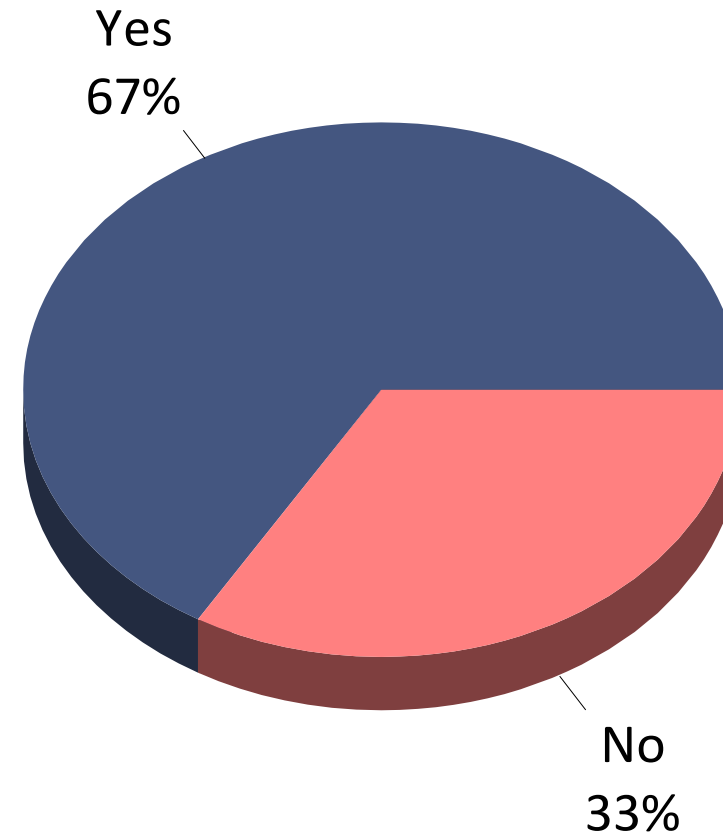
Percentage Who Did NOT Suggest Something



# Would you be willing to pay more in taxes or fees to support the development of the new community amenity you suggested?

Two Thirds of Those Who Suggested a New Community Amenity Would Be Willing to Pay More in Taxes or Fees to Fund the Development of the Amenity

By Percentage Who Suggested Something

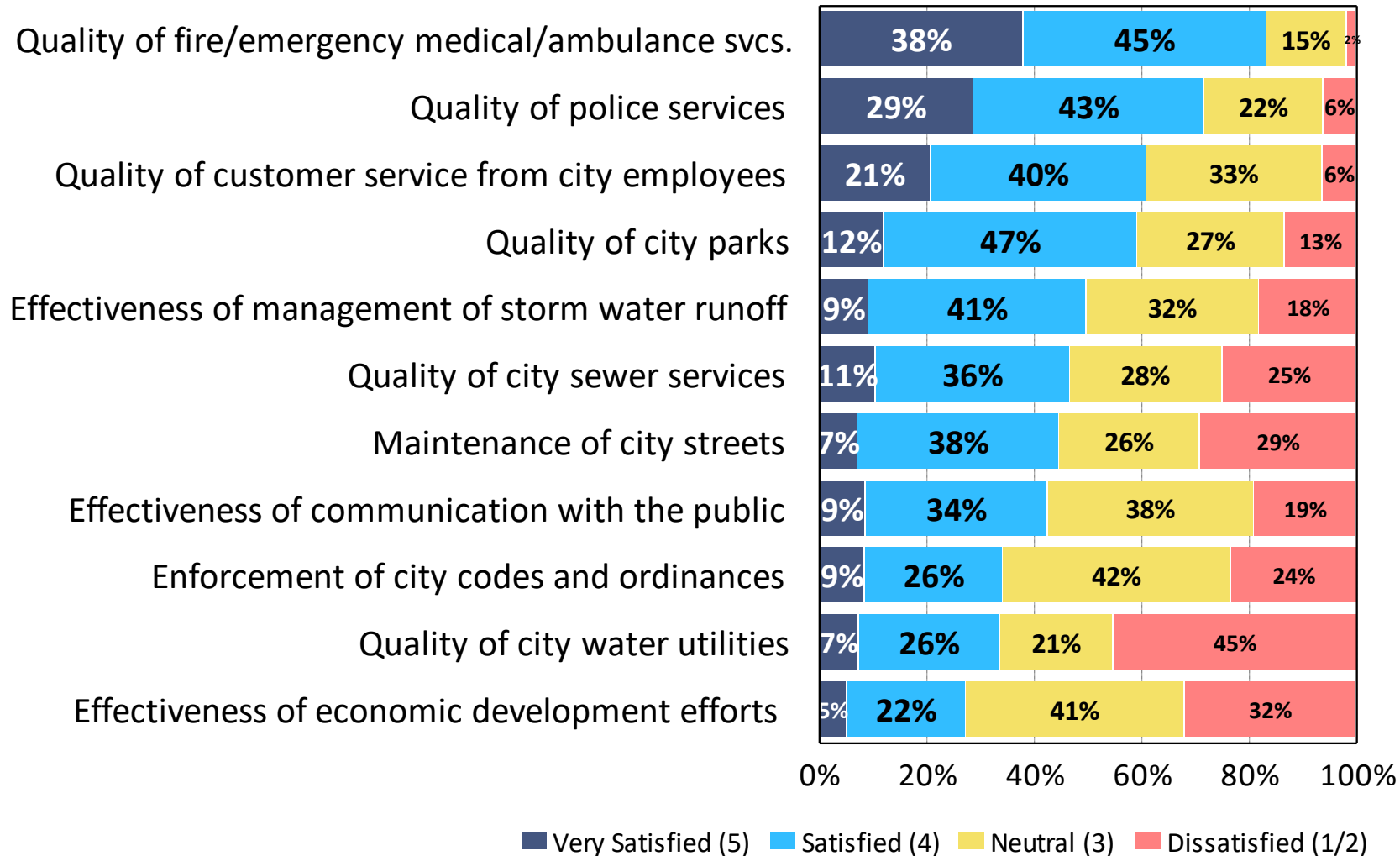


# Satisfaction with Major City Services and Trends from Previous Surveys

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# Satisfaction with Major Categories of Service Provided by the City

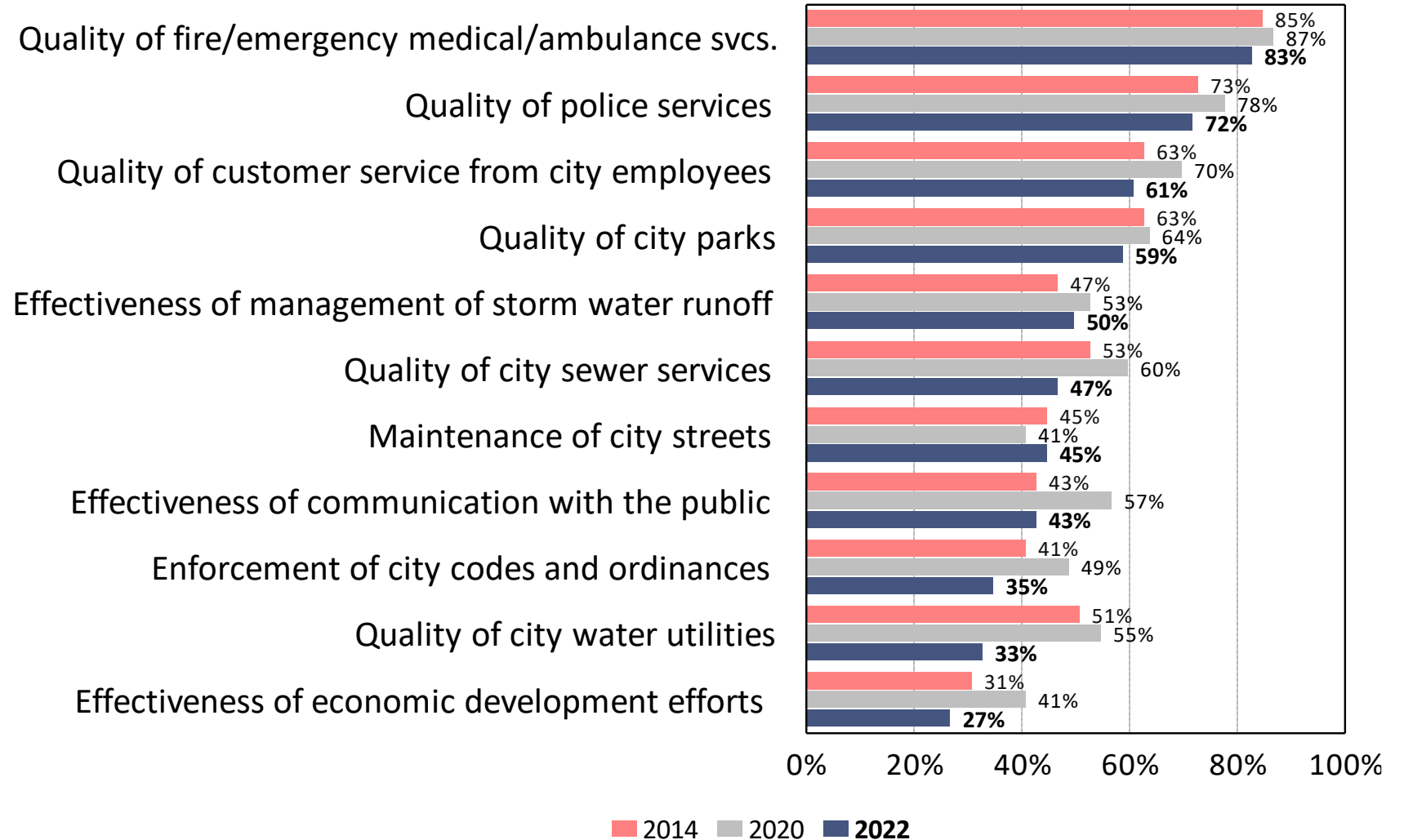
by percentage of respondents ( excluding “don't know” )



# TRENDS: Satisfaction with Major Categories of Service Provided by the City

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

Decreases in Satisfaction from 2020-2022 Mirror National Trends with the Exception of the Decrease in Ratings for Water and Sewer Services



# Long-Term Trends 2014-2022

## Largest Increases

Availability of job opportunities

Overall image of the city

Effectiveness of management of storm water runoff

Value received for city tax dollars and fees

Overall quality of the city's website

## Largest Decreases

Quality of city water utilities

Mowing & trimming along streets/other public areas

The visibility of police in the community

Enforcement of local traffic laws

Ability of customer service personnel to resolve issues

# Short-Term Trends 2020-2022

ETC Institute Conducted  
104 Surveys Between  
July 1-Oct 31, 2022.  
The results decreased in  
93 of these cities.

## Largest Increases

Maintenance of major City streets

Maintenance of streets in your neighborhood

Quality of outdoor athletic fields

Overall maintenance of city streets

Courtesy and politeness of employees

## Largest Decreases

Quality of city water utilities

Mowing & trimming along streets/other public areas

Enforcing sign regulation

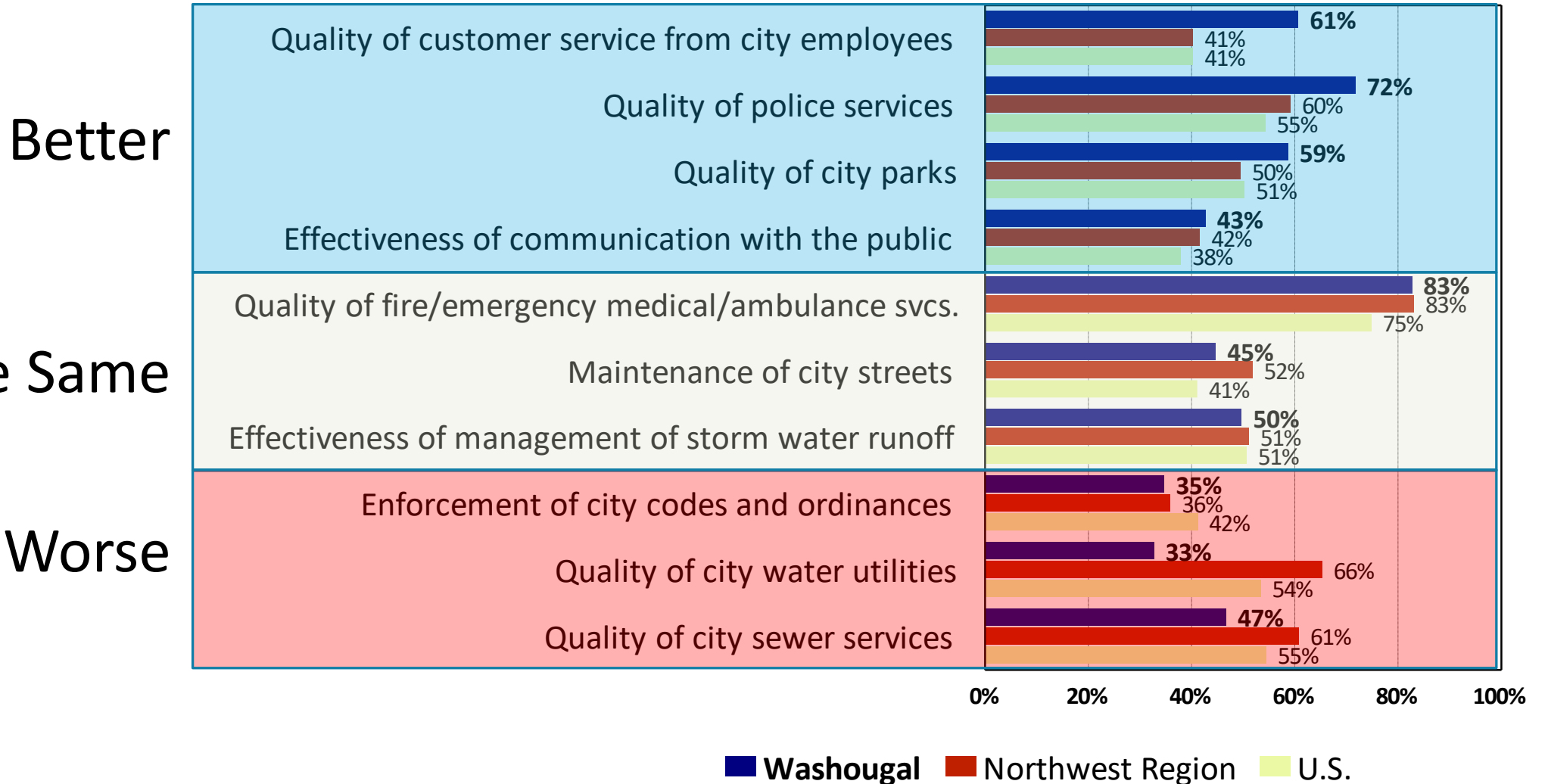
Enforcement of city codes and ordinances

Efforts to keep you informed about local issues

# How Washougal Compares to Other Communities

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# Overall Ratings of Major City Services Washougal vs. Other Communities



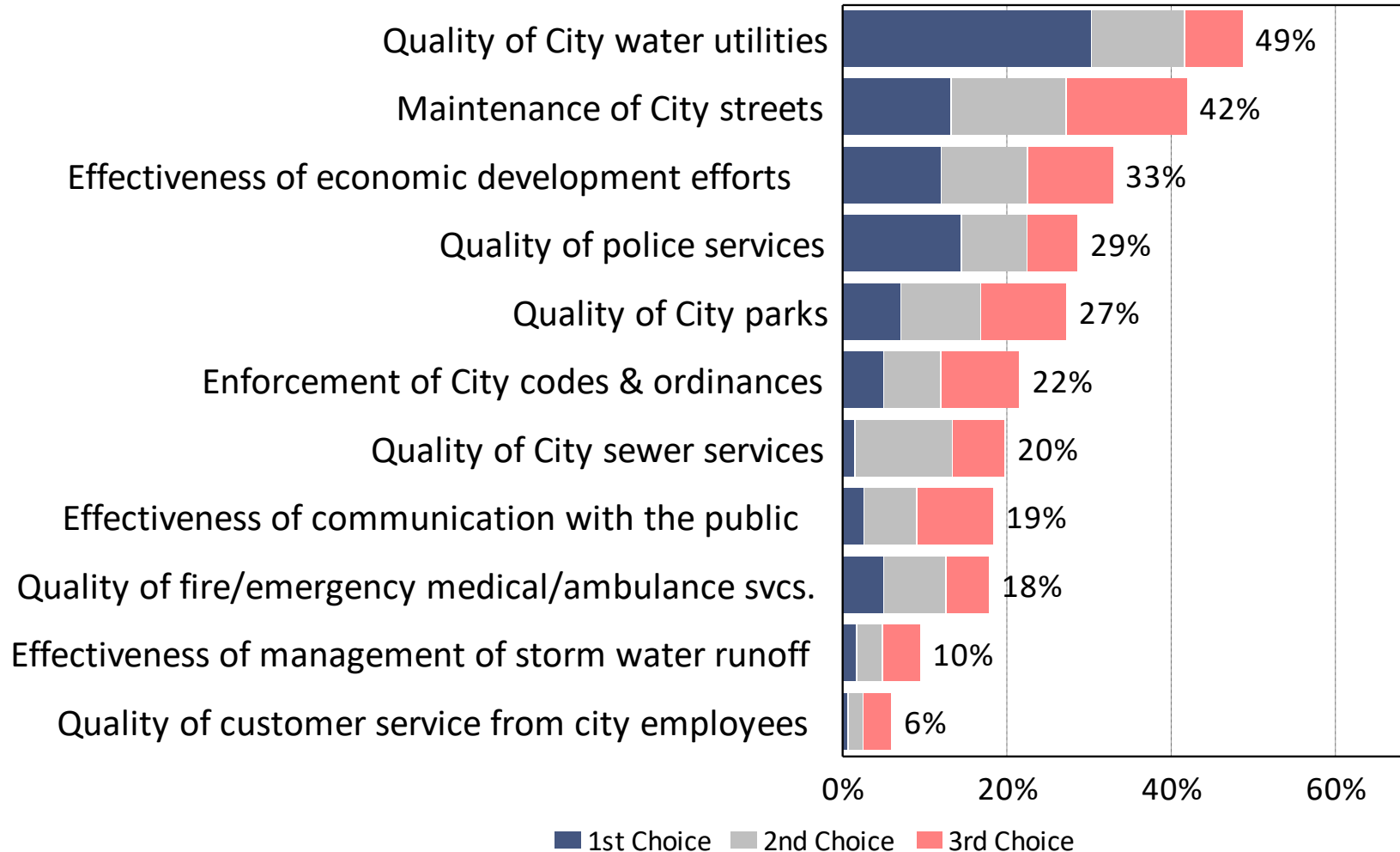


# Opportunities for Improvement

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# City Services That Should Receive the Most Emphasis Over the Next 2 Years

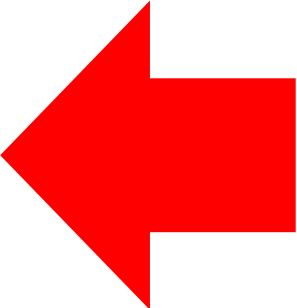
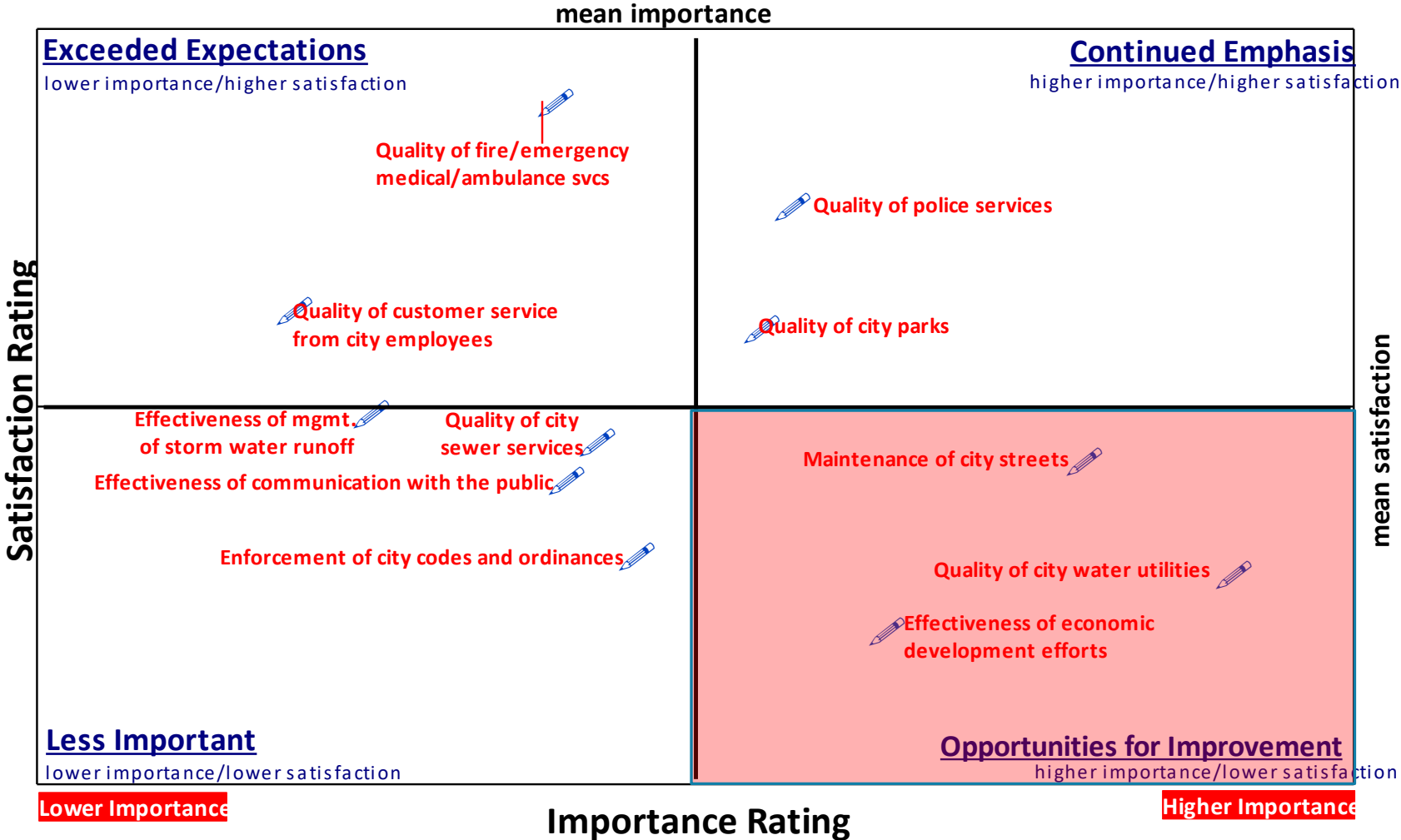
by percentage of respondents who selected the item as one of their top three choices



# 2022 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	e-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of city water utilities	49%	1	33%	10	0.3276	1
Effectiveness of economic development efforts	33%	3	27%	11	0.2416	2
Maintenance of city streets	42%	2	45%	7	0.2316	3
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of city codes and ordinances	22%	6	35%	9	0.1411	4
Quality of city parks	27%	5	59%	4	0.1123	5
Quality of city sewer services	20%	7	47%	6	0.1055	6
Effectiveness of communication with the public	19%	8	43%	8	0.1055	7
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of police services	29%	4	72%	2	0.0806	8
Effectiveness of management of storm water runoff	10%	10	50%	5	0.0480	9
Quality of fire/emergency medical/ambulance svcs.	18%	9	83%	1	0.0306	10
Quality of customer service from city employees	6%	11	61%	3	0.0238	11

# Summary

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- The majority (57%) of those surveyed supported retail marijuana sales in the City
- Residents were evenly split on the level of restrictions that should be placed on the use of personal fireworks
- Although many residents think some city service levels should increase, 50% are not willing to pay more for service level increases
- Satisfaction levels for most city services have decreased since 2020, but most of the decreases follow national trends with the exception of water and sewer services
- The Importance-Satisfaction Analysis identified three services as **very high priorities** for improvement:
  - Water utilities, economic development, and street maintenance

# Questions?

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THANK YOU!