

# 2018 City of Washougal Community Survey

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Final Report

**Submitted to the City of Washougal, WA**

**by:**

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**May 2018**

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Furthermore, the percentage of “neutral” responses (a rating of “3” on a 5-point scale) indicates that residents are, for the most part, satisfied with City services. They believe improvements could be made, but they do not have strong feelings of dissatisfaction for a particular service.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs
- benchmarking data that show how the results for the City of Washougal compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument

*\*Geocoded maps, crosstabular data and open-ended comments are published separately as Appendices A-D*

## Major Findings

- **Satisfaction with City Services.** Eighty percent (80%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire, emergency medical and ambulance services; 77% were satisfied with the quality of police services, 68% were satisfied with the quality of customer service from City employees, and 62% were satisfied with the quality of City parks. Residents were least satisfied with the effectiveness of economic development efforts (30%).

*There were **four notable increases** in positive ratings for City services from 2016: effectiveness of management of storm water runoff (+9%), quality of city sewer services (+8%), quality of city water utilities (+6%), and quality of police services (+4%). Additionally, 90% of respondents who contacted the City indicated employees were courteous and polite, **a 4% increase** from 2016. There was **one notable decrease** from 2016: maintenance of City streets (-4%).*

*\*Note: changes of 4% or more were considered notable*

- **City Services That Should Receive the Most Emphasis Over the Next 2 Years.** Based on the sum of their top three choices, the services that residents indicated should receive the most emphasis from the City over the next two years were: (1) maintenance of City streets, (2) effectiveness of economic development efforts, and 3) the quality of City parks.

- **Perceptions of the City.** Sixty-five percent (65%) of residents surveyed, *who had an opinion*, indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the City; 63% were satisfied with the overall quality of life in the City, and 60% were satisfied with the quality of services provided by the City. Residents were least satisfied with the availability of job opportunities (20%). *There were **two notable increases** in positive ratings from 2016 with regard to perception: quality of services provided by the City (+5%) and availability of job opportunities (+4%). There were **two notable decreases** from 2016: overall image of the city (-4%) and how well the City is managing growth and development (-4%).*
- **Parks and Recreation.** Fifty-eight percent (58%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance and maintenance of existing City parks. Residents were least satisfied with the number of City parks (47%). *There was **one notable increase** in positive ratings for parks and recreation services from 2016: quality of facilities (+4%). There were **no notable decreases** from 2016.*
- **Public Safety.** Seventy-five percent (75%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire and rescue personnel respond; 75% were satisfied with the quality of local fire protection and rescue services (75%), 72% were satisfied with how quickly ambulance personnel respond to emergencies, 71% were satisfied the quality of local ambulance service, and 69% were satisfied with how quickly police respond to emergencies. Residents were least satisfied with the quality of animal control (50%). *There was **one notable increase** in positive ratings for public safety services from 2016: parking enforcement services (+4%). There were **no notable decreases** from 2016.*
- **Communication.** Forty-five percent (45%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about city programs/services; 40% were satisfied with the overall quality of the city's website, and 40% were satisfied with the City's efforts to keep residents informed about local issues. Residents were least satisfied with the level of public involvement in local decision making (27%). *There were **five notable increases** in positive ratings from 2016: availability of information about city programs/services (+8%), timeliness of information provided by the city (+7%), City's efforts to keep residents informed about local issues (+6%), level of public involvement in decision making (+6%), and City e-mail information update service (+5%). There were **no decreases** from 2016.*
- **Streets.** Fifty-seven percent (57%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with mowing and trimming along streets and other public areas, and 57% were satisfied with the adequacy of City street lighting. Residents were least satisfied with maintenance of major City streets (37%). *There were*

*no notable increases in positive ratings from 2016, and there were **two notable decreases**: maintenance of major City streets (-12%) and condition of sidewalks in the City (-6%). Ongoing construction of major roads taking place prior to the survey may have had a negative impact on perceptions of street maintenance.*

- **Code Enforcement.** Thirty-eight percent (38%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of codes designed to protect public safety and health. Residents were least satisfied with the enforcement of the cleanup of litter and debris on private property (24%). *There were **no notable increases or decreases** in any of the code enforcement services from 2016.*
- **Customer Service.** Nearly one-half (48%) of residents surveyed indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 83% felt it was “very easy” or “somewhat easy” to contact the person they needed to reach. With regard to various behaviors exhibited by City employees, 90% of residents surveyed, *who had an opinion*, indicated that employees were “always” or “usually” courteous and polite, and 77% said the employees “always” or “usually” did what they said they would do in a timely manner. **All of the customer service characteristics showed notable increases from 2016: they helped resolve an issue to your satisfaction (+15%), they gave prompt, accurate, complete answers (+9%), they did what they said they would do in a timely manner (+9%), and they were courteous and polite (+4%).**

### **Other Findings**

- 31% of residents surveyed currently get news and information about City programs, services, and events from the City website, and 27% get news and information from City social media (Facebook, Twitter).
- 67% of residents surveyed indicated they would like to receive information from the City about public works (infrastructure/construction updates), and 62% would like to receive information about special events.
- When asked about the City’s current pace of development, 62% of residents surveyed, *who had an opinion*, indicated that retail development was too slow, while 45% felt the pace of multi-family residential development was too fast.
- When asked about their expectations for various services, 78% of residents surveyed, *who had an opinion*, indicated that the level of service for the maintenance of infrastructure should be higher. With regard to fire, EMS and ambulance services, 57% believe the level of service provided by the City should stay the same.

- When residents were asked their preferences regarding fireworks restrictions, 34% indicated they would support overturning the new restriction and restoring the previous allowance of all legal personal fireworks; 32% would support the new restriction for safe and sane fireworks, and 29% would support a complete ban on the use of personal fireworks. The remaining 5% did not have an opinion.
- One-third (33%) of the residents surveyed indicated they would use a new dog park at least weekly if one were opened in the City of Washougal; 5% would use it monthly, 8% would use it between one and six times per year, and 47% indicated they would never use a new dog park. The remaining 8% of respondents did not know.
- Forty percent (40%) of residents surveyed would support a new \$20 annual vehicle license tab renewal fee if it were used for pavement maintenance and/or new road projects. Forty-nine percent (49%) indicated they would not support a new license tab renewal fee, and 11% did not have an opinion.

## Long-Term Trends

The notable increases and decreases among all of the items assessed from 2014 and 2018 are listed below and on the following page. Changes of 4% or more are considered notable.

### Notable Long-Term Increases

- Availability of job opportunities (+9%)
- Availability of information about city programs/services (+9%)
- City e-mail information update service (+9%)
- City employees helped resolve an issue to your satisfaction (+6%)
- City efforts to keep you informed about local issues (+6%)
- Enforcing the mowing/trimming of grass and weeds on private property (+6%)
- Level of public involvement in decision making (+6%)
- Quality of customer service from city employees (+5%)
- Timeliness of information provided by the city (+5%)
- Effectiveness of management of storm water runoff (+5%)
- Overall quality of life in the city (+4%)
- Quality of police services (+4%)
- Value received for city tax dollars and fees (+4%)
- City employees were courteous and polite (+4%)
- Overall quality of the city's website (+4%)
- Quality of animal control (+4%)
- Quality of city sewer services (+4%)

### **Notable Long-Term Decreases**

- Maintenance of major City streets (-17%)
- Maintenance of city streets (-12%)
- Visibility of police in the community (-8%)
- Maintenance of neighborhood streets (-8%)
- Condition of sidewalks in the City (-7%)
- Quality of local fire protection and rescue services (-6%)
- Quality of fire/emergency medical/ambulance services (-5%)
- Enforcement of local traffic laws (-5%)
- The city's overall efforts to prevent crime (-5%)
- Overall feeling of safety in the city (-4%)
- Appearance/maintenance of existing City parks (-4%)
- Quality of outdoor athletic fields (-4%)
- Adequacy of City street lighting (-4%)

### **Opportunities for Improvement**

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Maintenance of City streets
  - Effectiveness of economic development efforts

**Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below and on the following page:

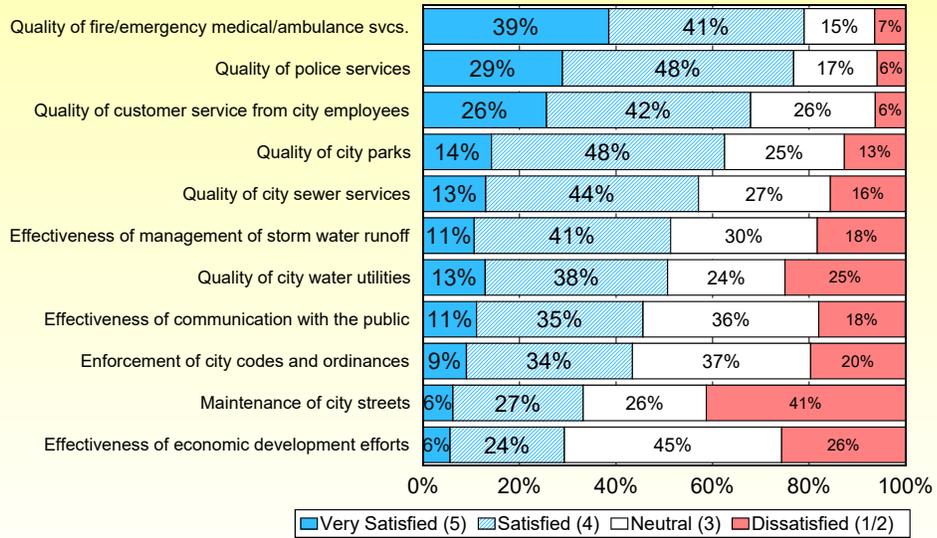
- **Parks:** appearance and maintenance of City parks
- **Public Safety:** the City's overall efforts to prevent crime and the visibility of police in the community.
- **Communication:** efforts to keep you informed about local issues and level of public involvement in local decision making.
- **Streets:** maintenance of major City streets and maintenance of neighborhood streets
- **Code Enforcement:** enforcing the cleanup of litter and debris on private property, enforcing the mowing and trimming of grass and weeds on private property, and enforcing codes designed to protect public safety and health.

**Section 1:**  
**Charts and Graphs**

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

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

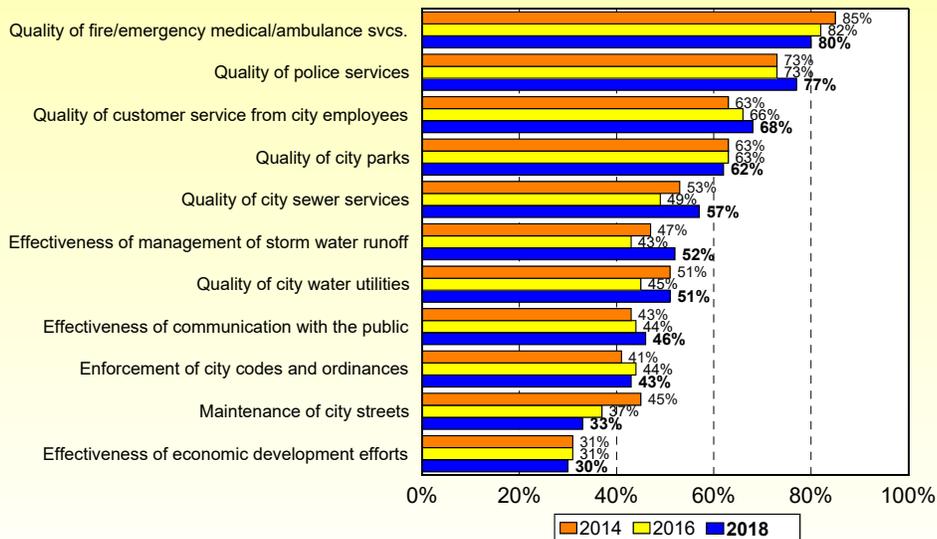


**Dissatisfaction is highest with the maintenance of city streets**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction with Major Categories of Service Provided by the City - 2014 to 2018

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

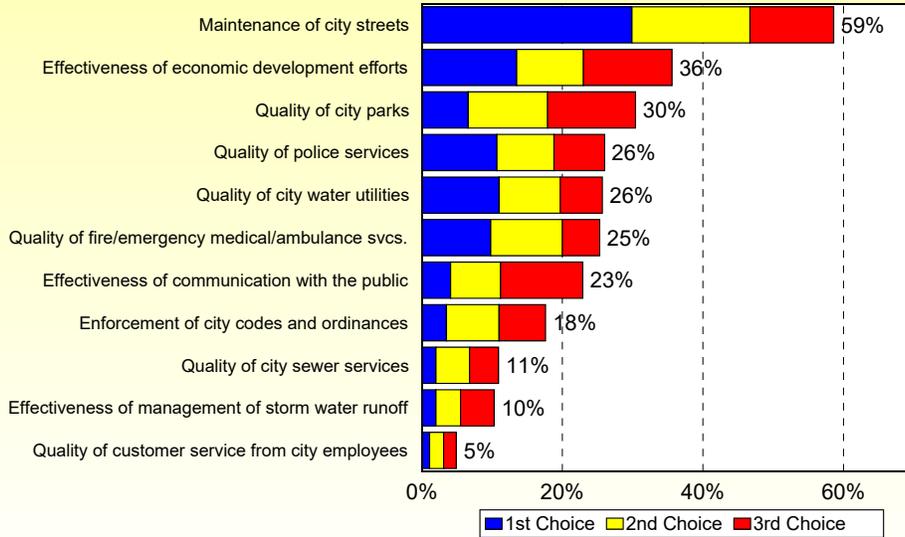


**Trends are mixed: 6 areas improved and 5 decreased since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

## 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

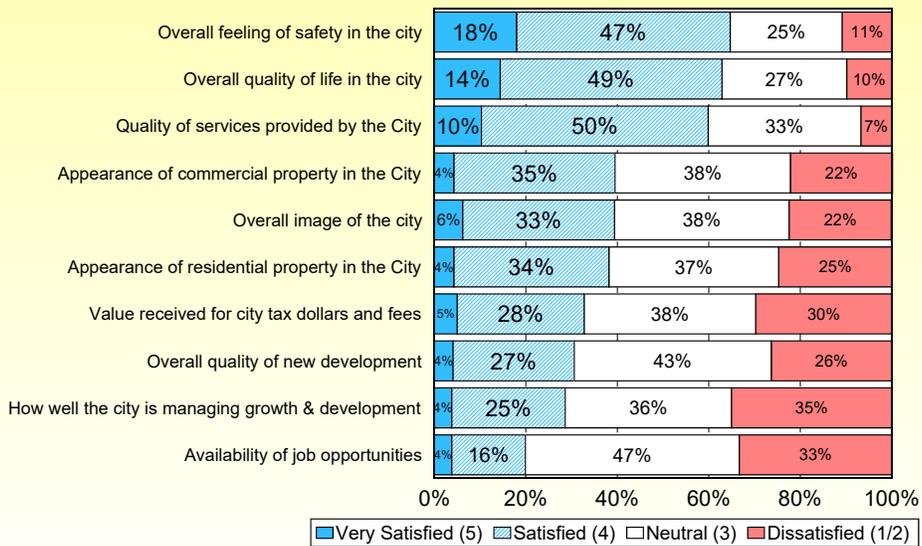


**Maintenance of City streets is the Top Priority**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

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

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

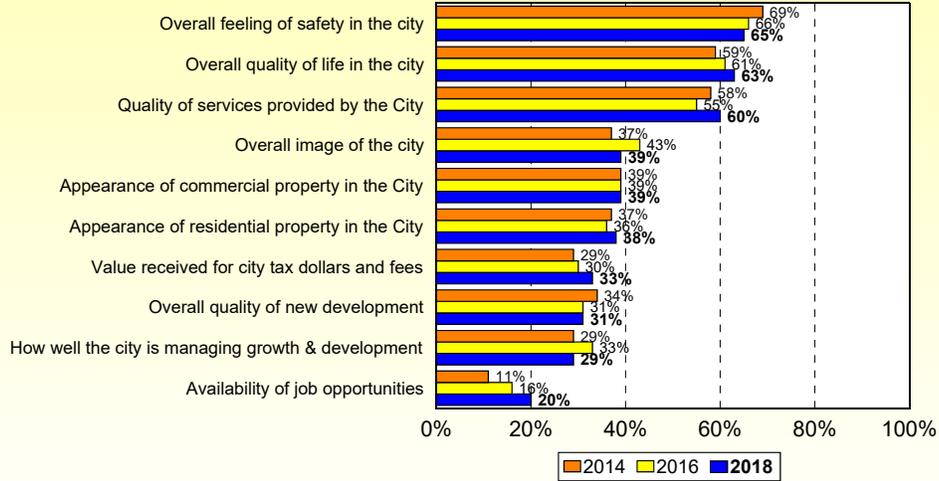


**Only 7% were dissatisfied with the overall quality of City services**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City 2014 to 2018

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

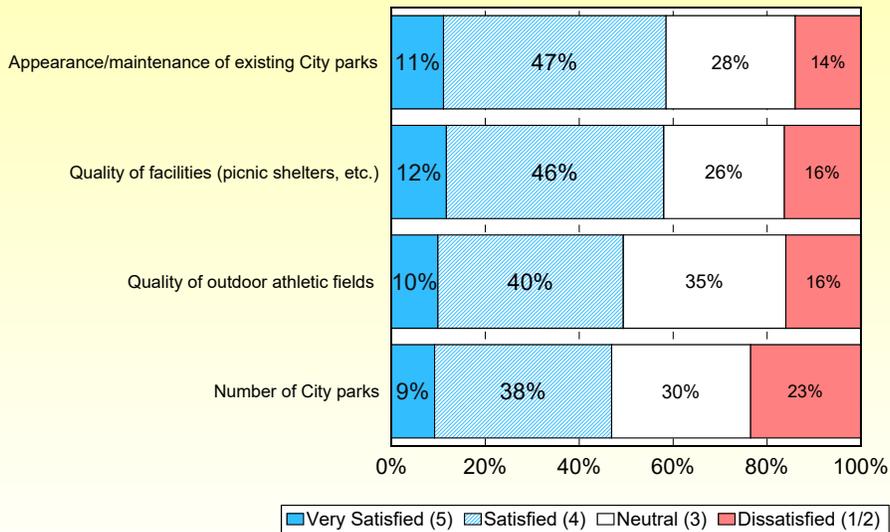


**Trends are mixed: 5 areas improved, 2 stayed the same, and 3 decreased since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q4. Satisfaction with Parks and Recreation

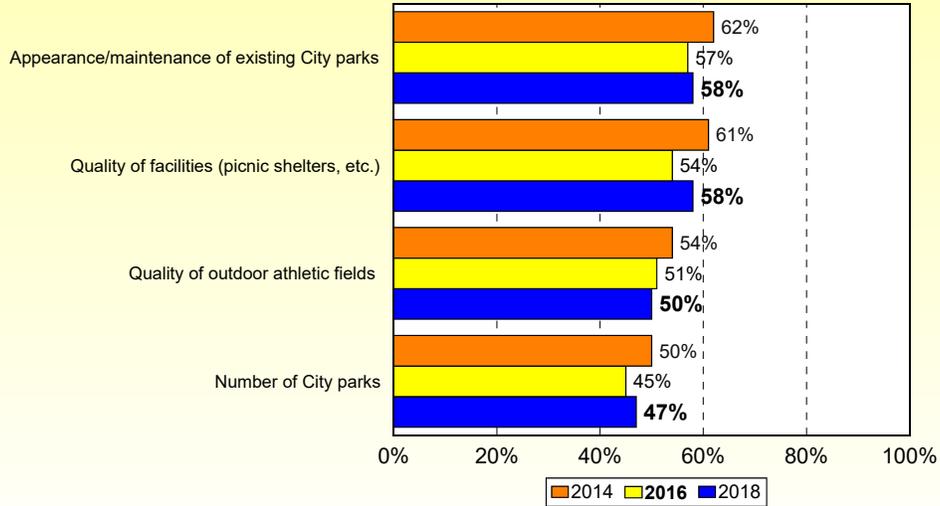
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction With Parks and Recreation 2014 to 2018

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

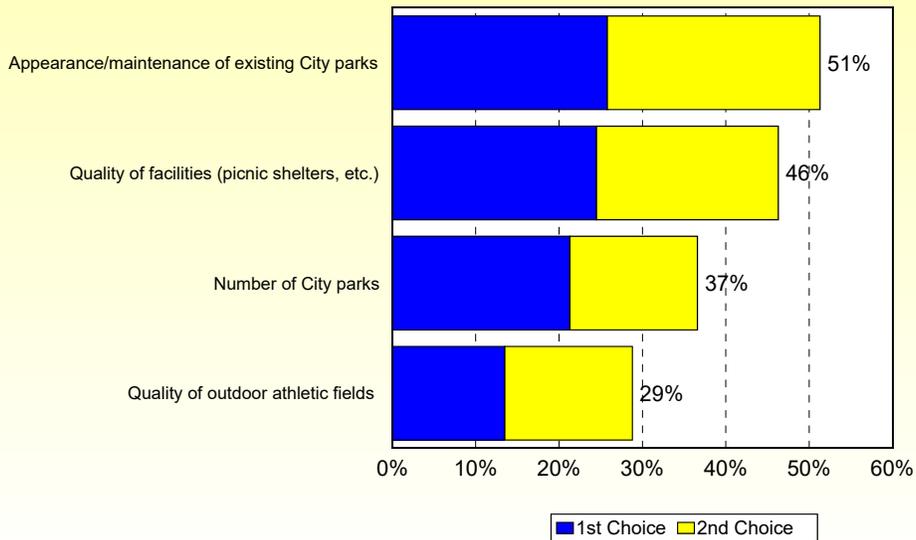


**Trends are better: only one area showed a slight decrease since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q5. Park and Recreation Services That Should Receive the Most Emphasis Over the Next 2 Years

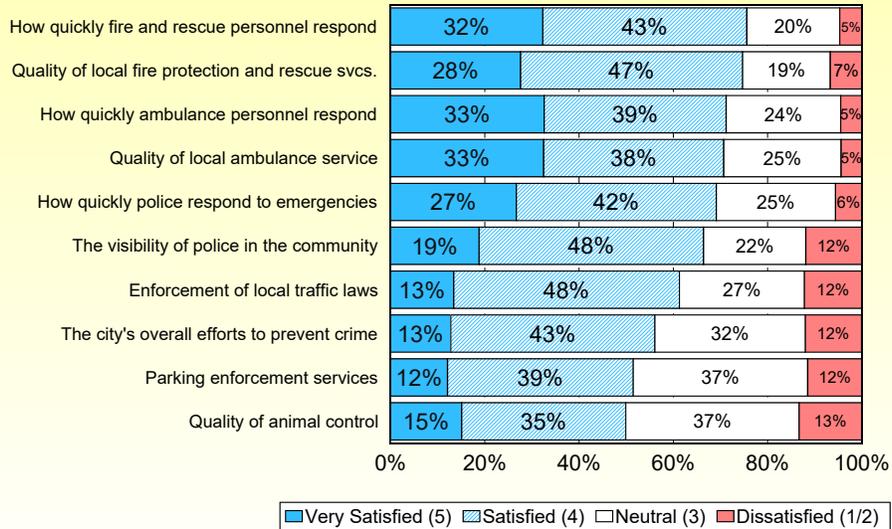
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q6. Satisfaction with Public Safety

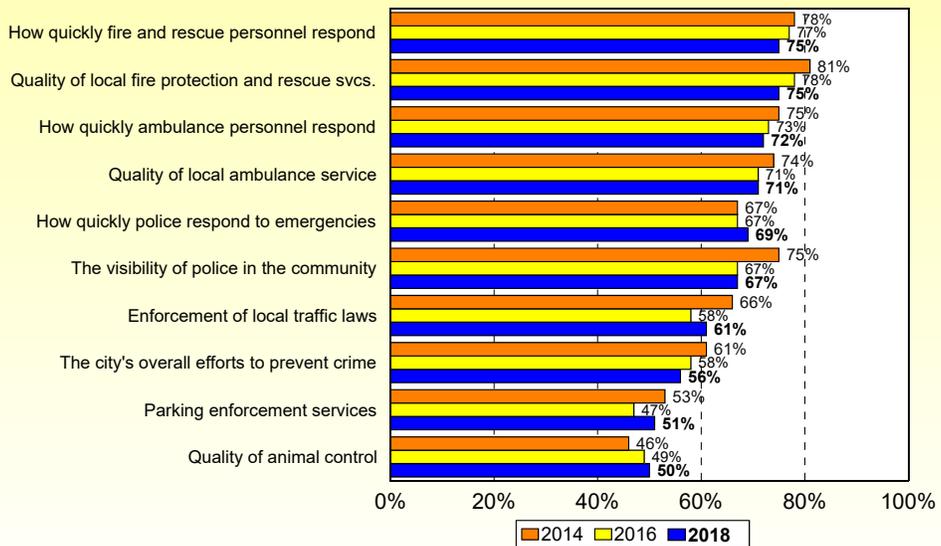
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction With Public Safety 2014 to 2018

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

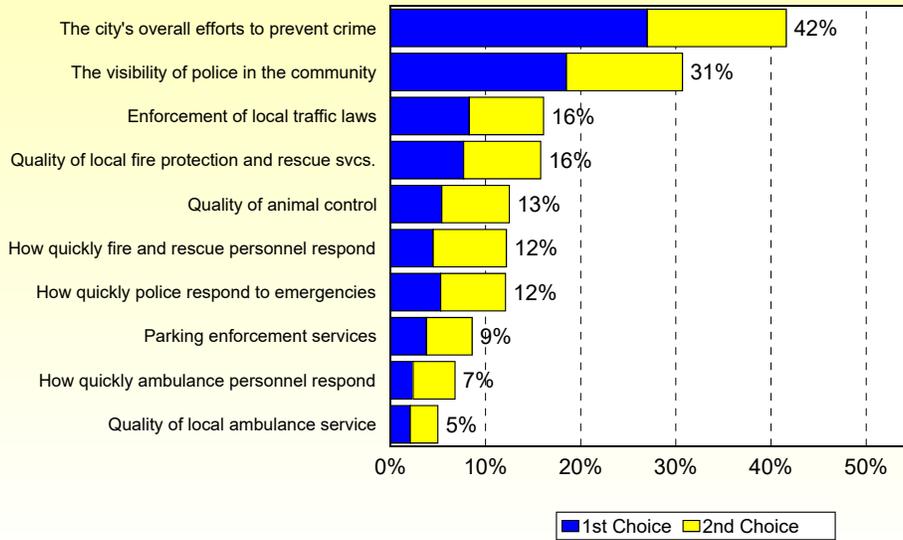


**Trends are mixed: 4 areas improved, 2 stayed the same, & 4 decreased since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next 2 Years

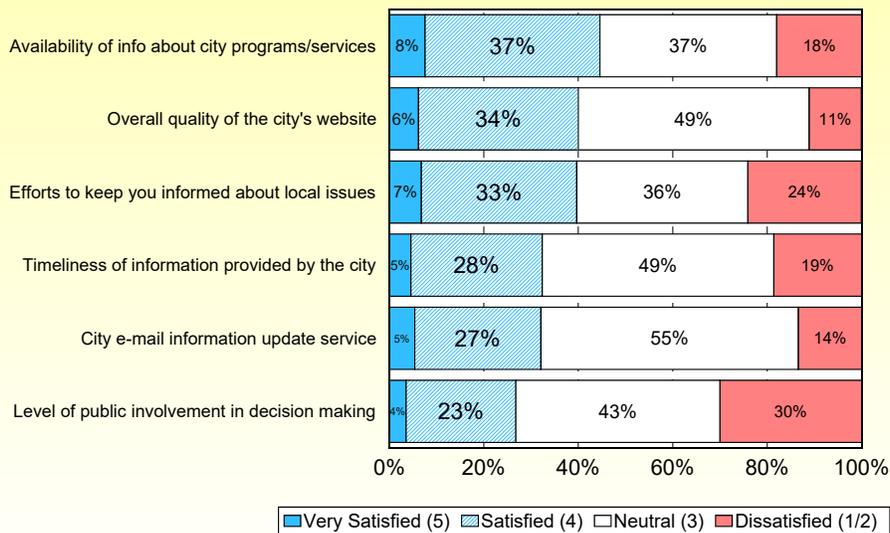
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q8. Satisfaction with Communication

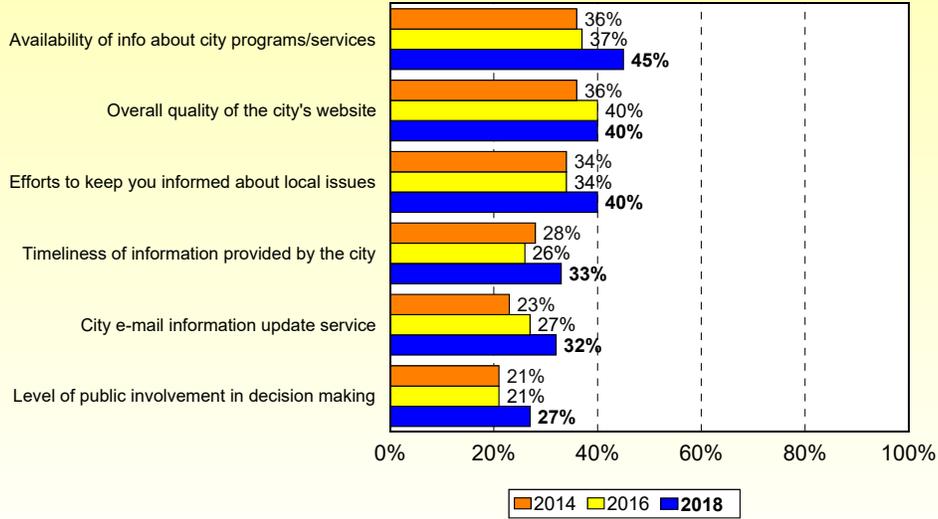
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction With Communication 2014 to 2018

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

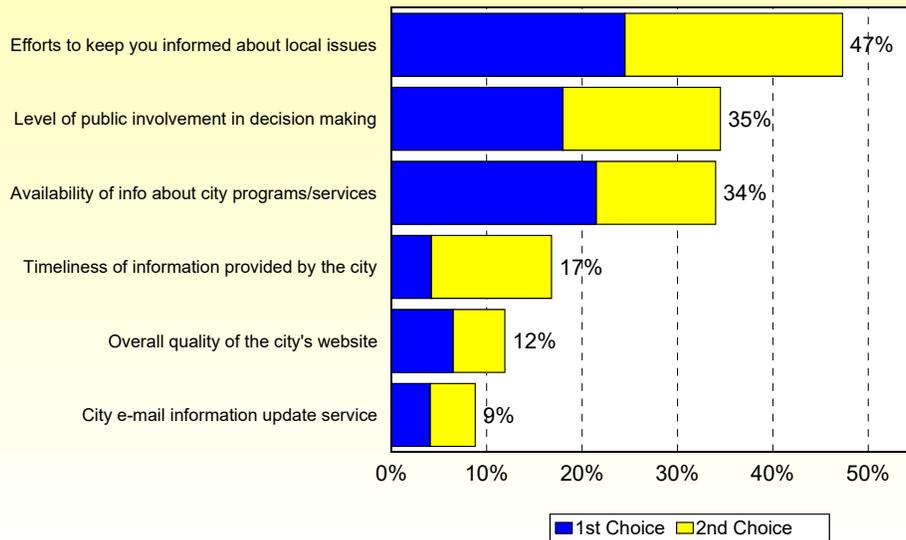


**Trends are better: 5 areas increased and 1 stayed the same since 2016**

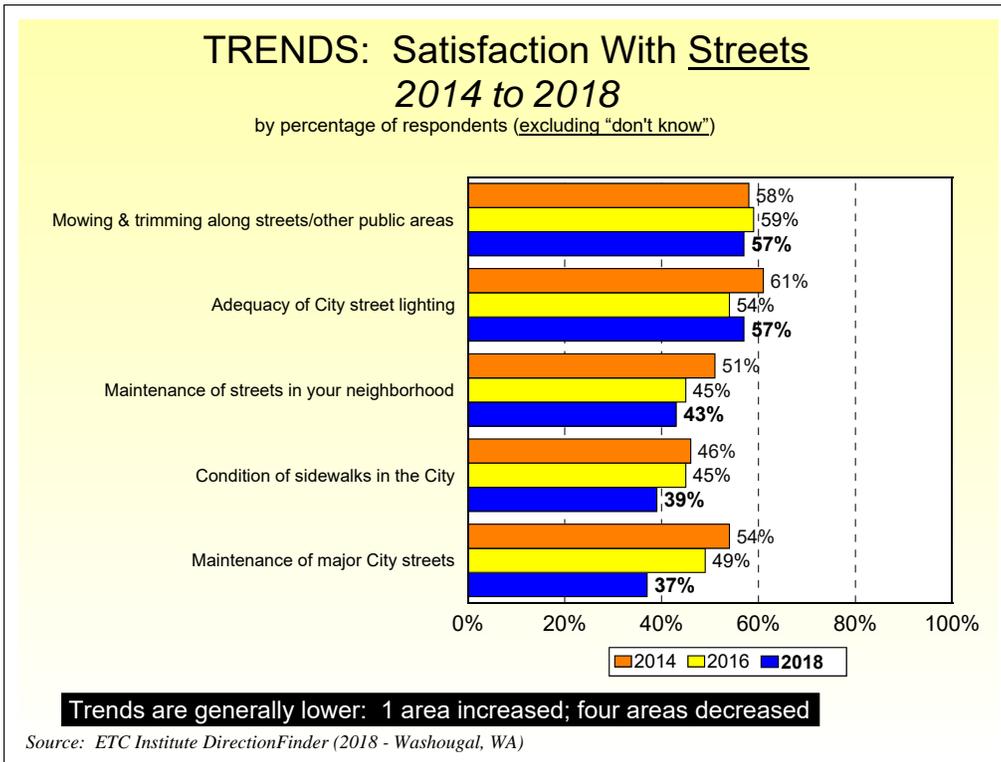
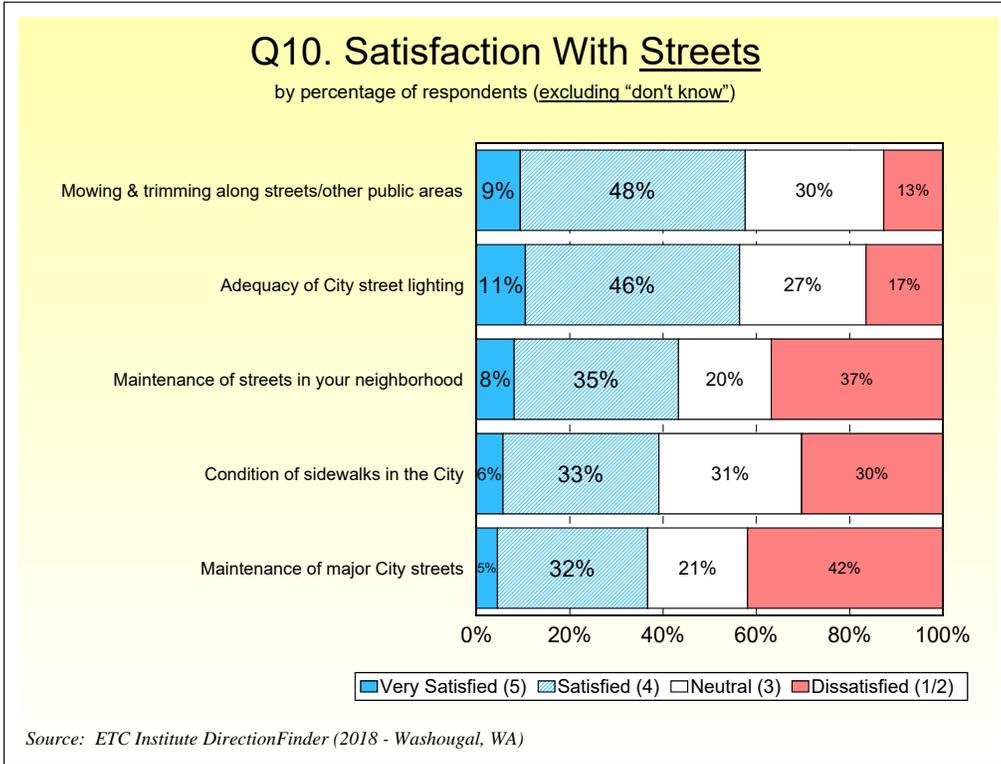
Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q9. 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

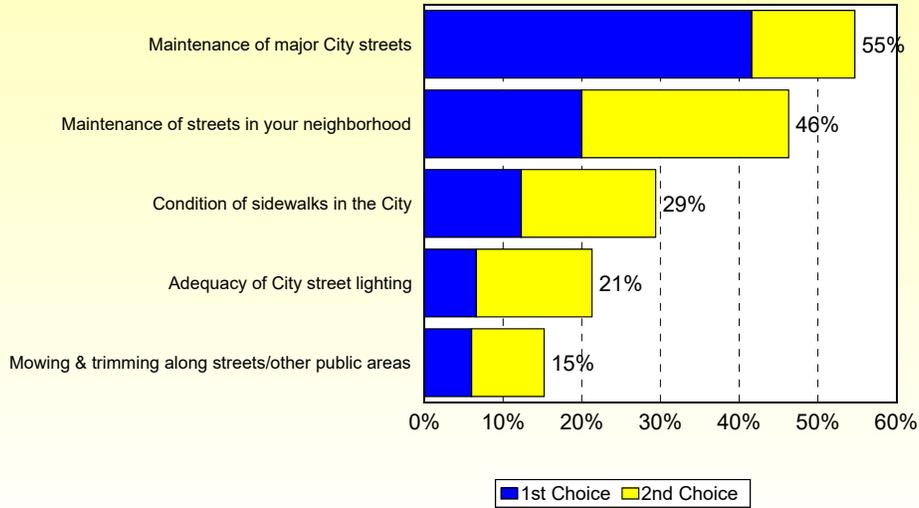


Source: ETC Institute DirectionFinder (2018 - Washougal, WA)



### Q11. Street Issues That Should Receive the Most Emphasis Over the Next 2 Years

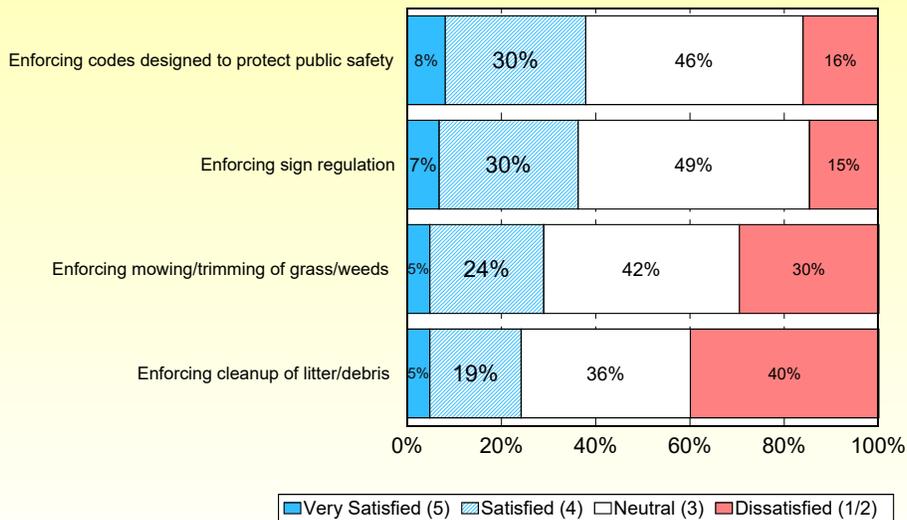
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q12. Satisfaction With Code Enforcement

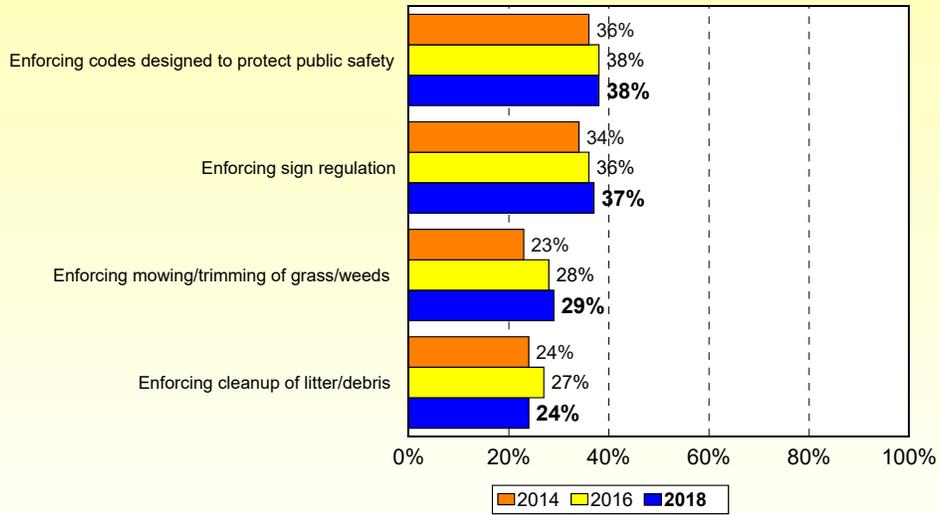
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### TRENDS: Satisfaction With Code Enforcement 2014 to 2018

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

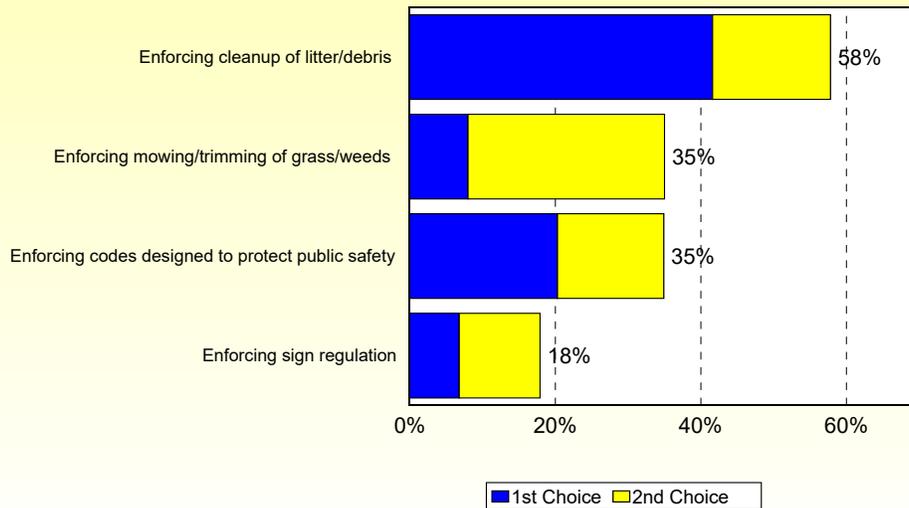


**Trends are mixed: 2 areas improved, 1 stayed the same and one decreased since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q13. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next 2 Years

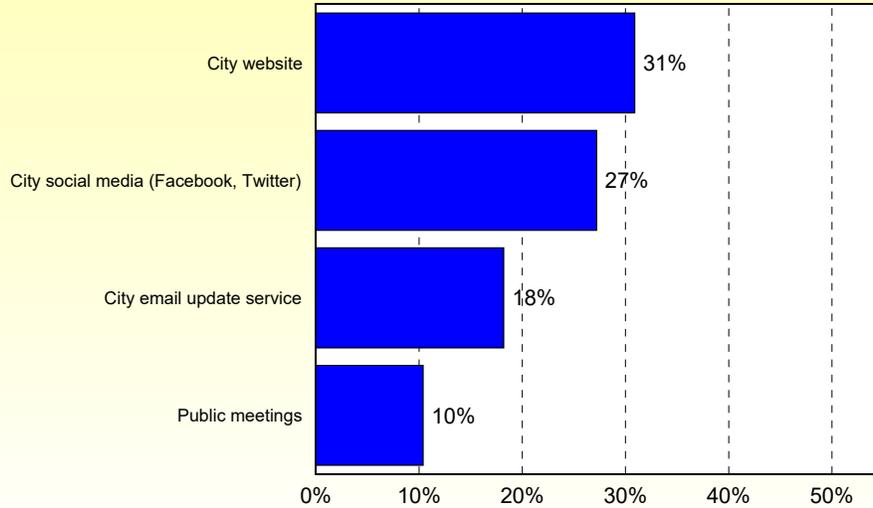
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q14. Where Residents Currently Get News and Information About City Programs, Services and Events

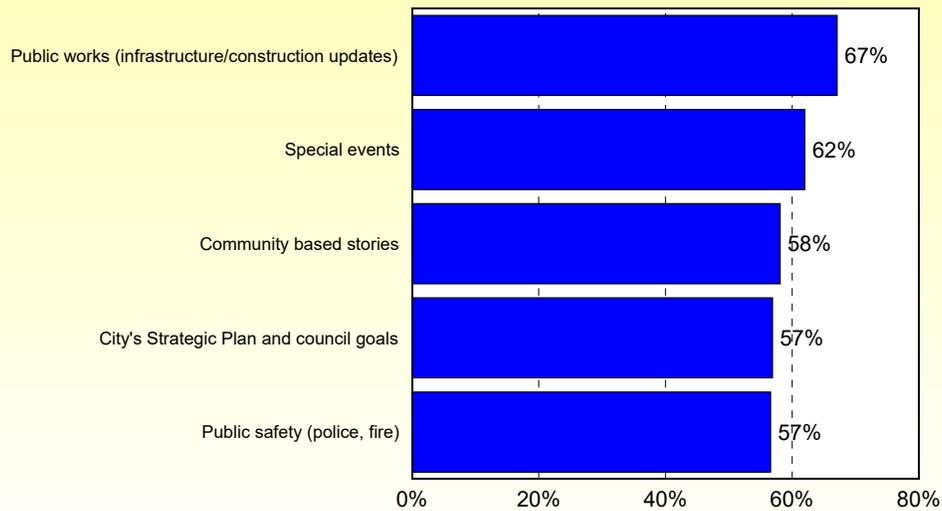
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q15. Types of Information Residents Would Like to Receive from the City

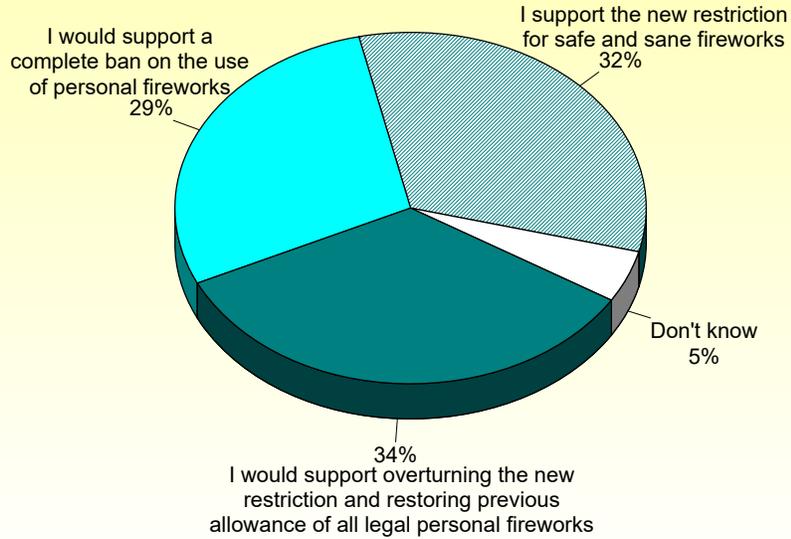
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q16. Residents' Preferences Regarding Fireworks Restrictions

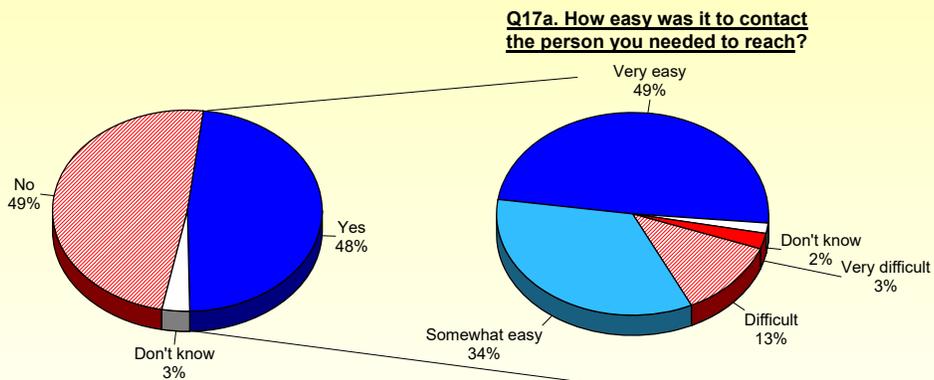
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q17. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

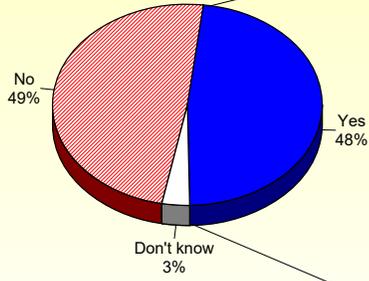
by percentage of respondents



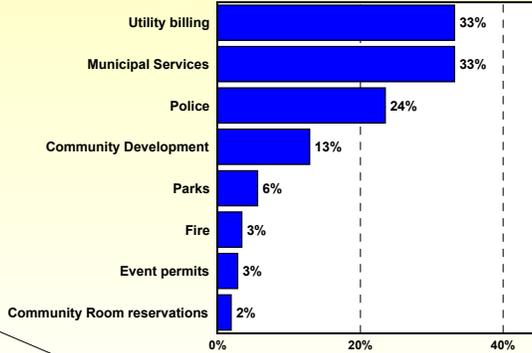
Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

**Q17. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?**

by percentage of respondents



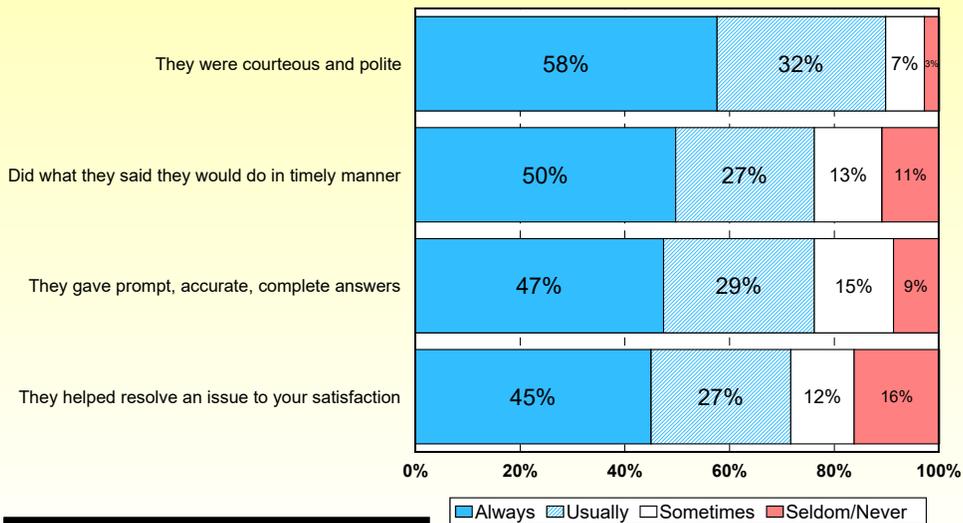
**Q17b. What department did you contact?**  
(multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

**Q17c. 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")



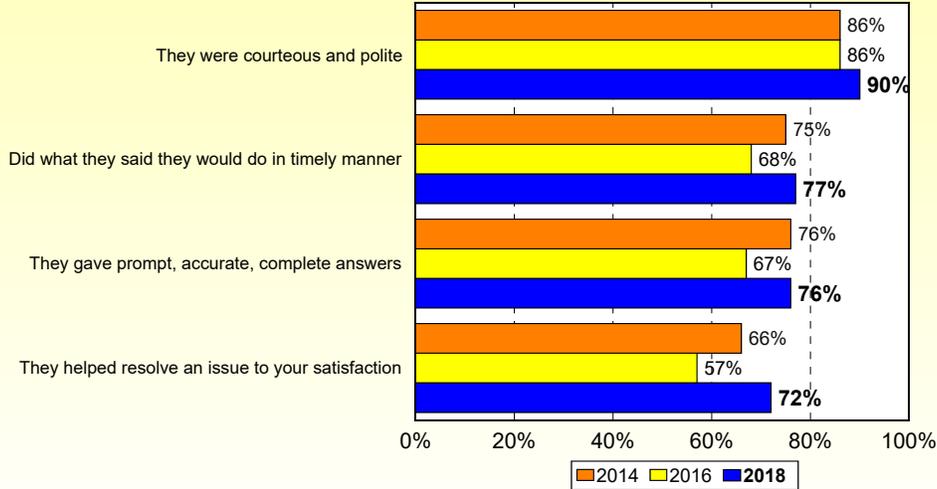
**Customer Service Ratings Are High**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

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

2014 to 2018

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

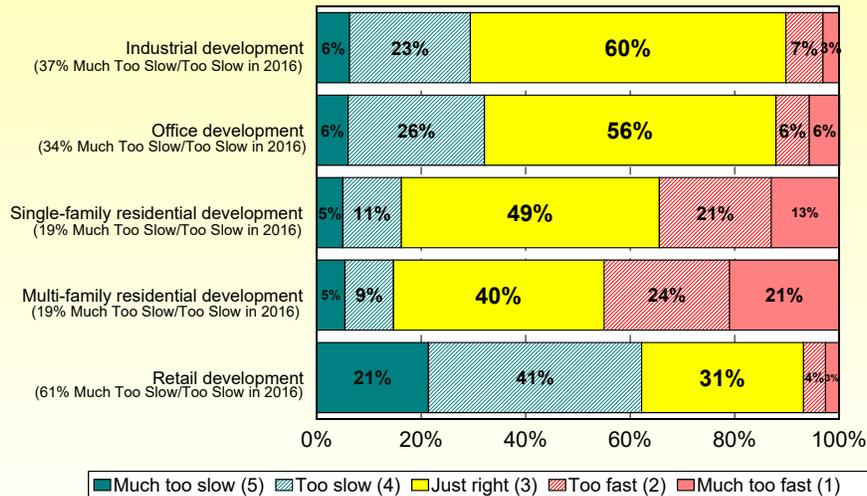


**Trends are better: all areas have improved since 2016**

Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

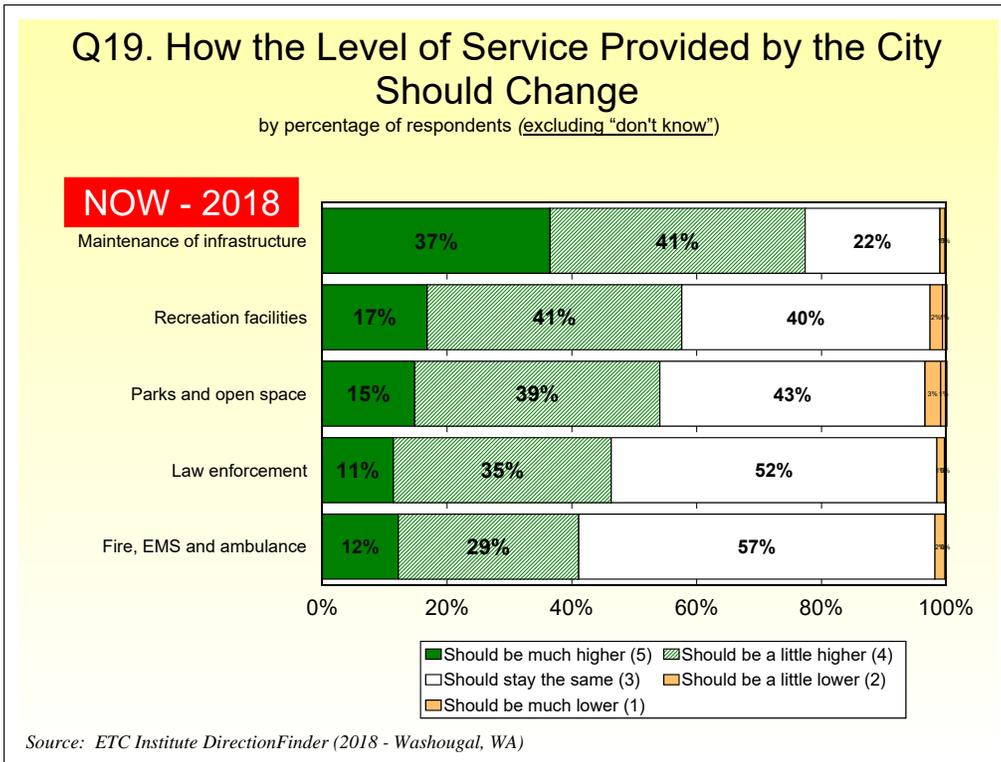
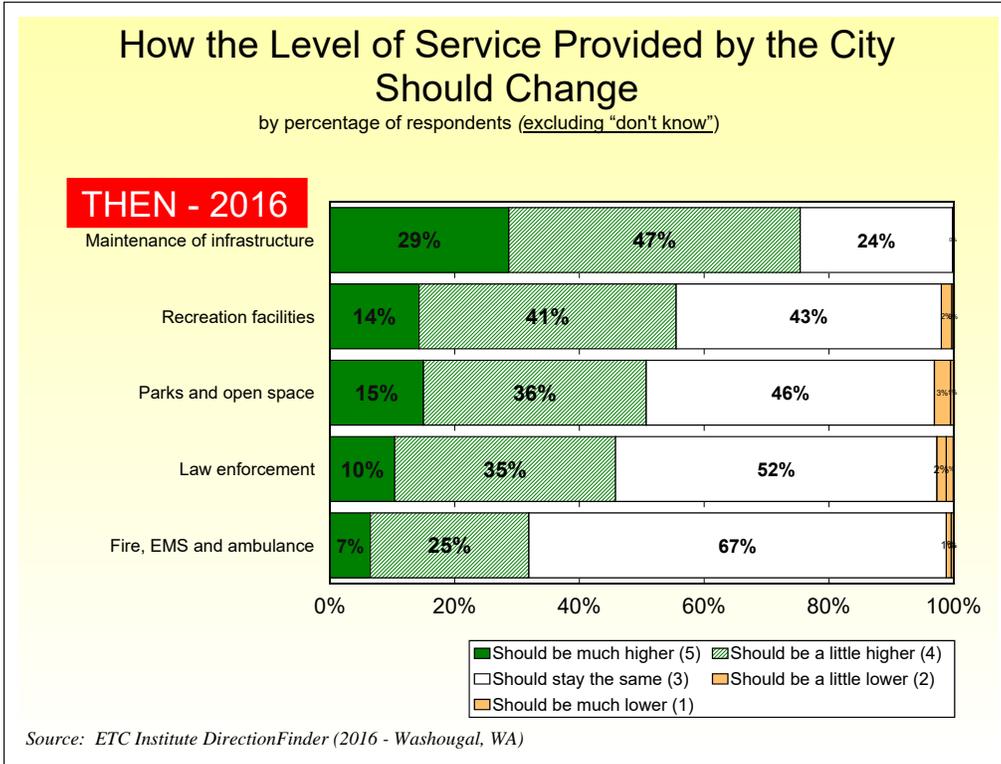
### Q18. How Residents Rate the City's Current Pace of Development

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



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

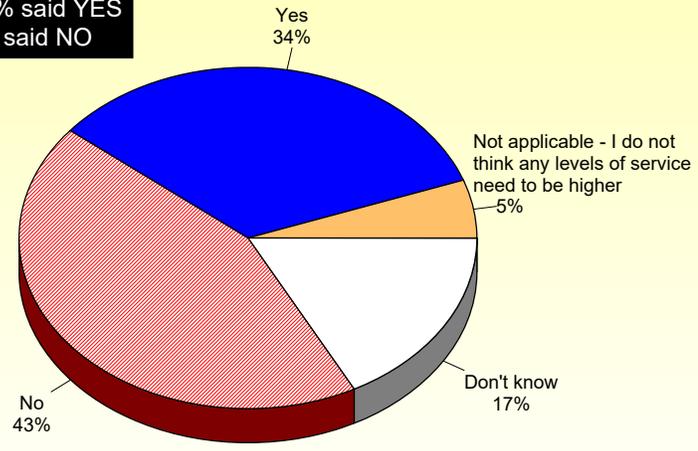
Source: ETC Institute DirectionFinder (2018 - Washougal, WA)



### Q20. Would you be willing to pay more in taxes or fees to support an increase in service levels?

by percentage of respondents

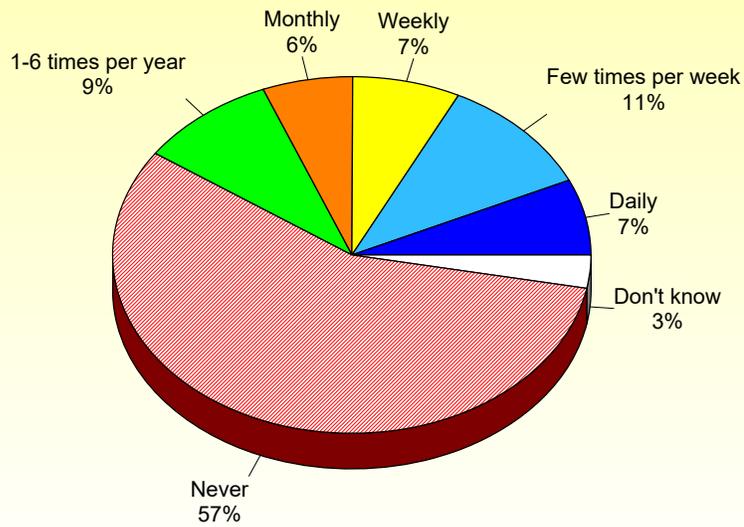
In 2016, 31% said YES and 41% said NO



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q21a. How Often Residents Used the City's Dog Park Prior to Its Closing

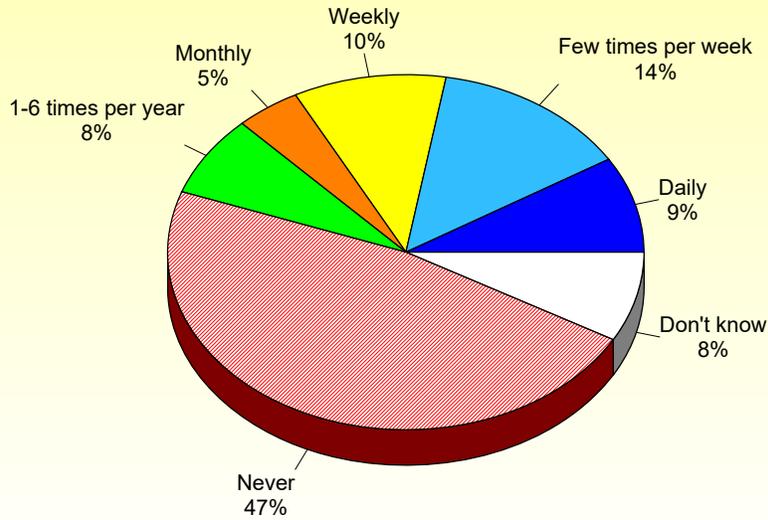
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q21b. How Often Residents Would Use a New Dog Park if One Were Opened in the City of Washougal

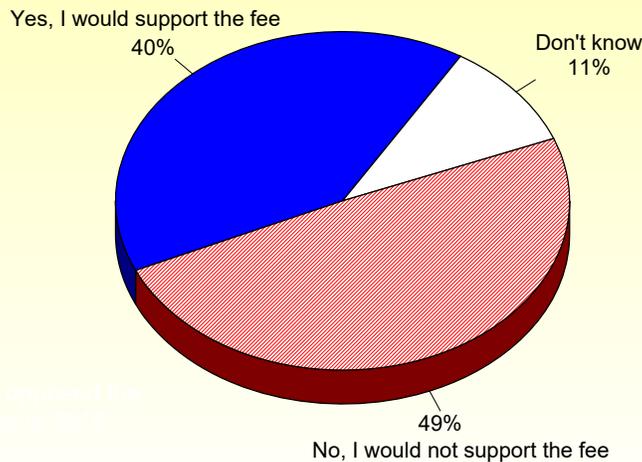
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q22. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects?

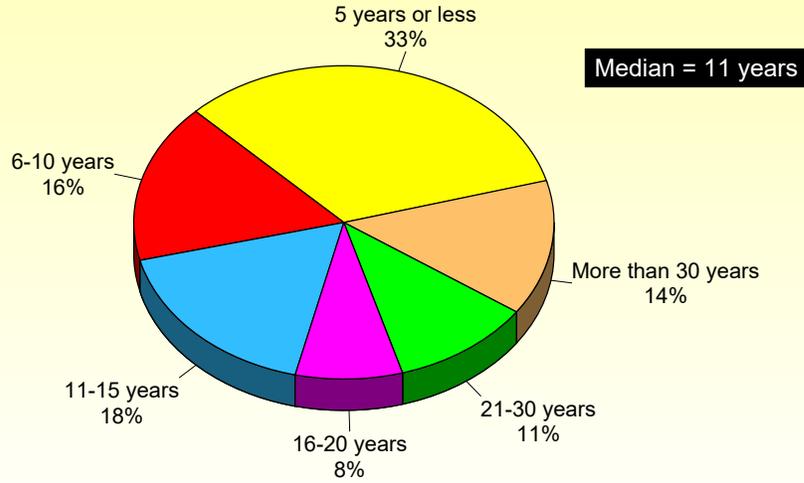
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

### Q23. Approximately how many years have you lived in Washougal?

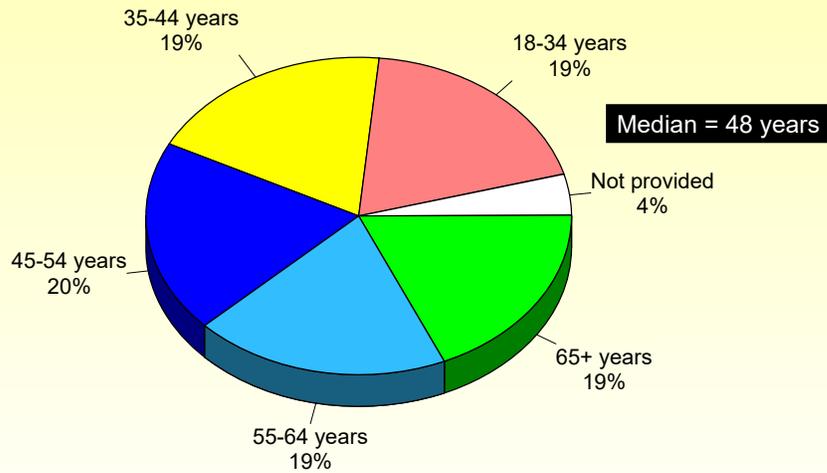
by percentage respondents (excluding "not provided")



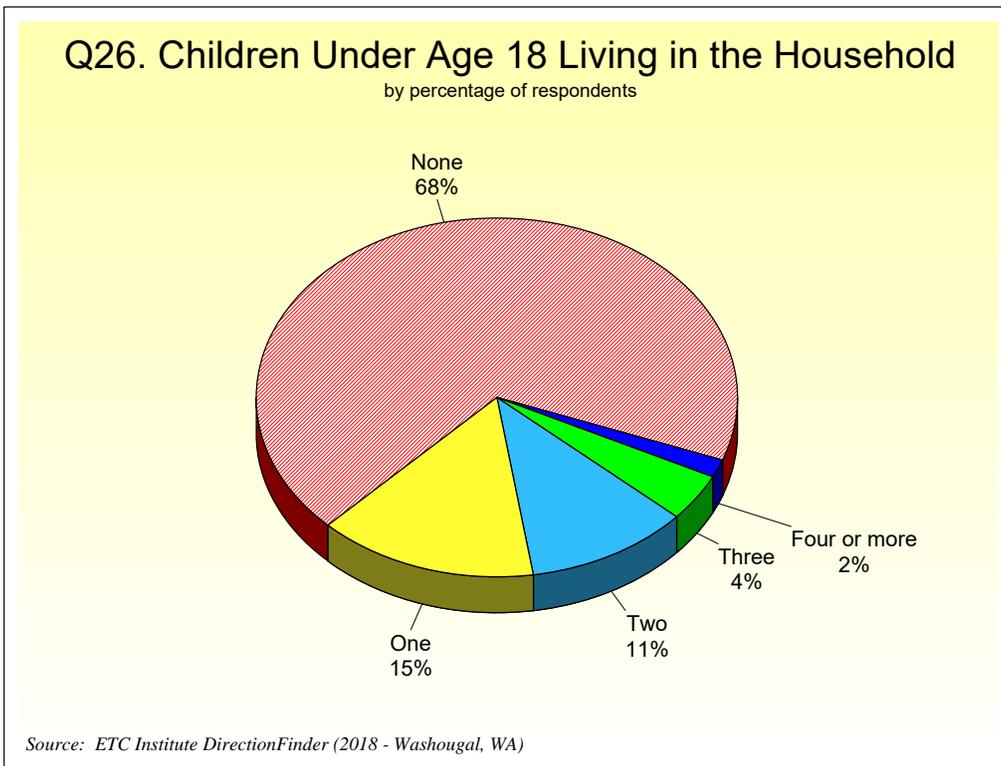
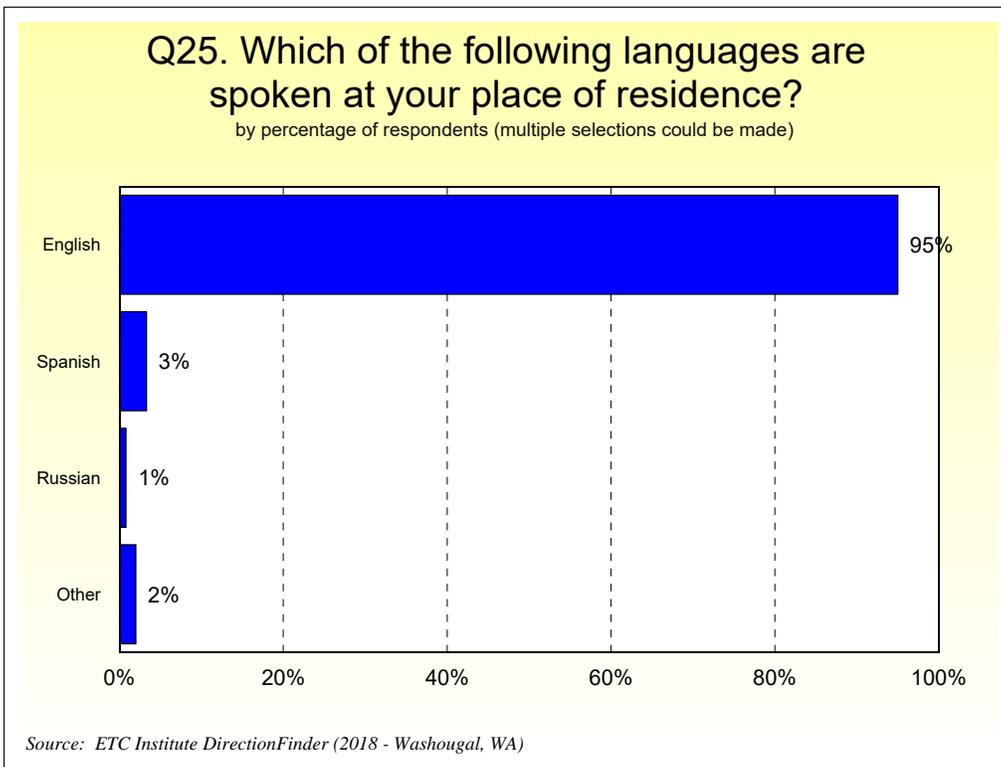
Source: ETC Institute DirectionFinder (2018 - Washougal, WA)

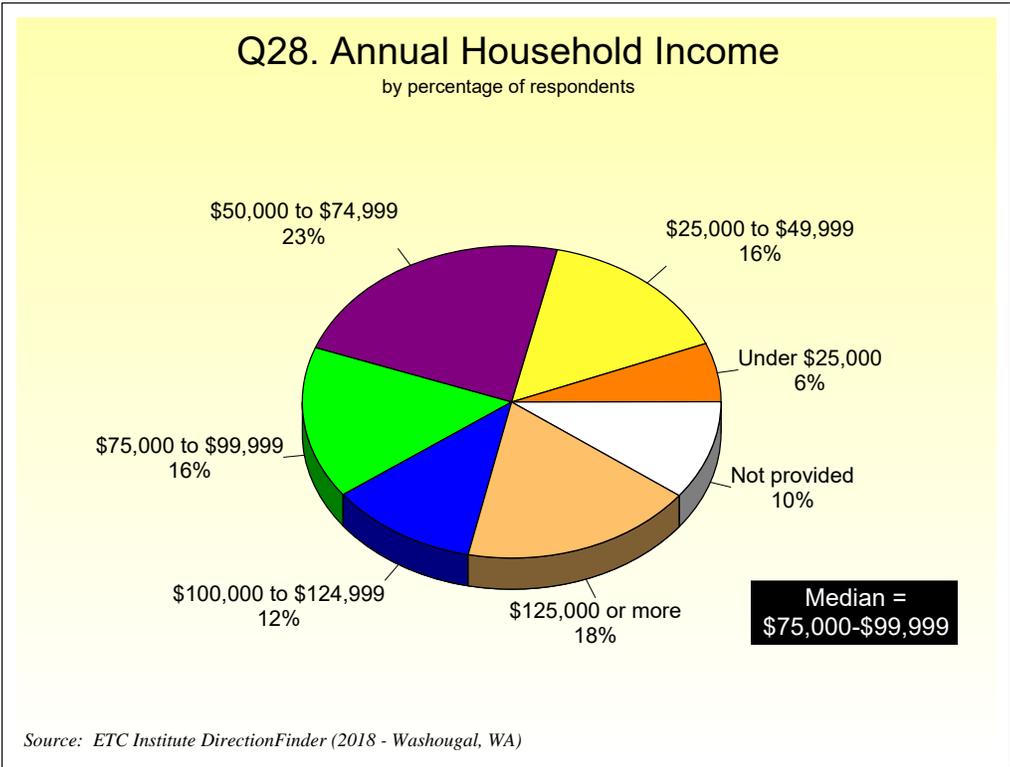
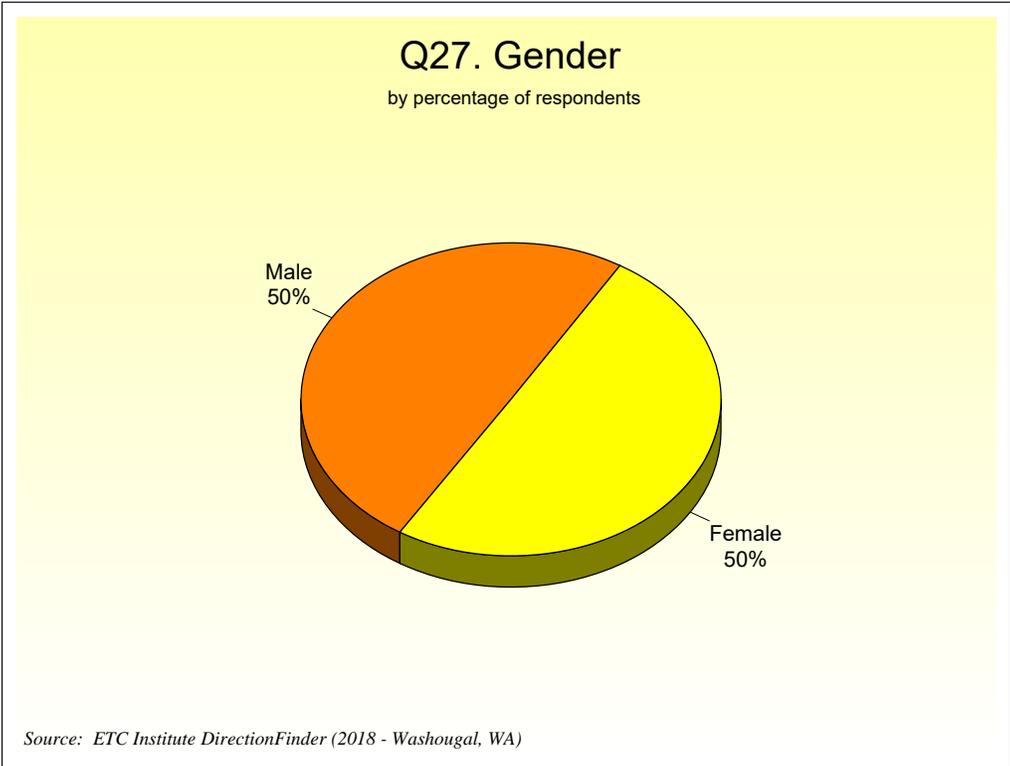
### Q24. What is your age?

by percentage respondents



Source: ETC Institute DirectionFinder (2018 - Washougal, WA)





**Section 2:**  
**Benchmarking Analysis**

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# Benchmarking Summary Report

## Year 2018 Benchmarking Summary Report

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of more than 4,000 residents in the continental United States and (2) a regional survey administered by ETC Institute during the summer of 2016 to 306 residents living in communities in the Northwest Region of the United States (Washington and Oregon).

### Interpreting the Charts

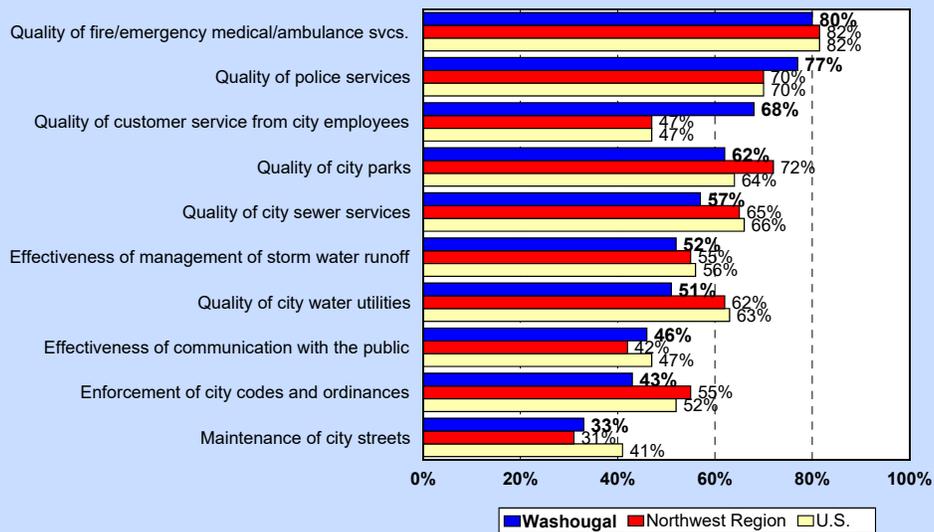
The charts on the following pages show how the overall results for Washougal compare to the National average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents and the regional survey administered to 306 residents living in the Northwest Region of the United States during the summer of 2016. The City of Washougal's results are shown in blue, the Northwest region's results are shown in red, and the National Averages are shown in tan in the charts on the following pages.

# National Benchmarks

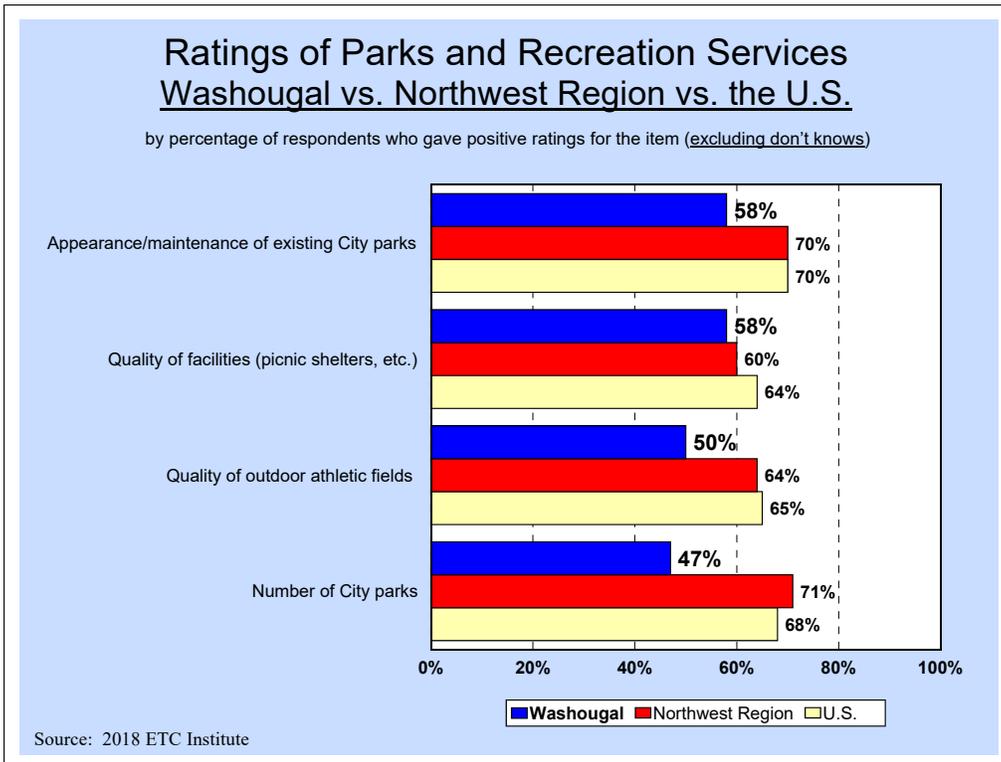
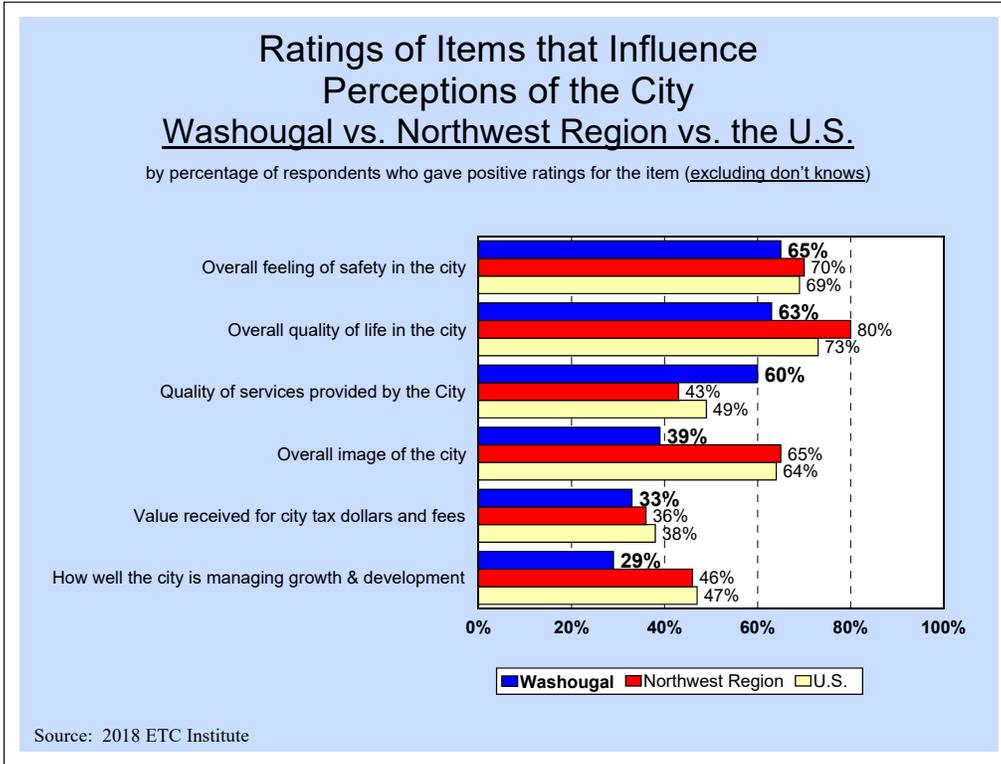
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Washougal is not authorized without written consent from ETC Institute.**

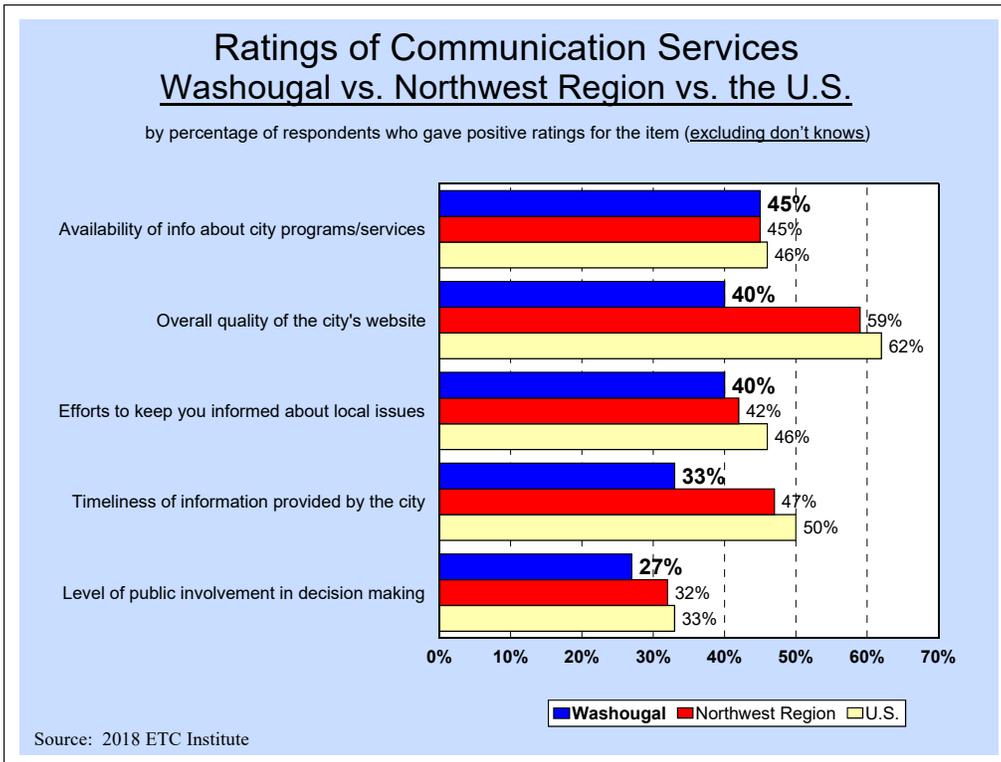
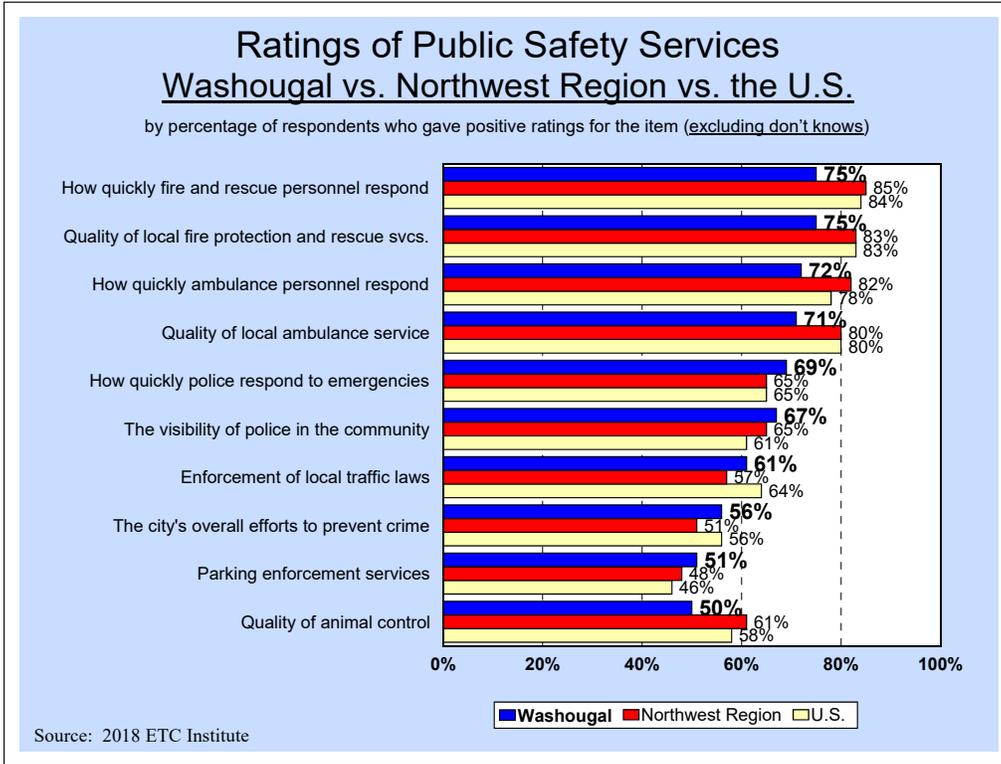
## Overall Ratings of City Services Washougal vs. Northwest Region vs. the U.S.

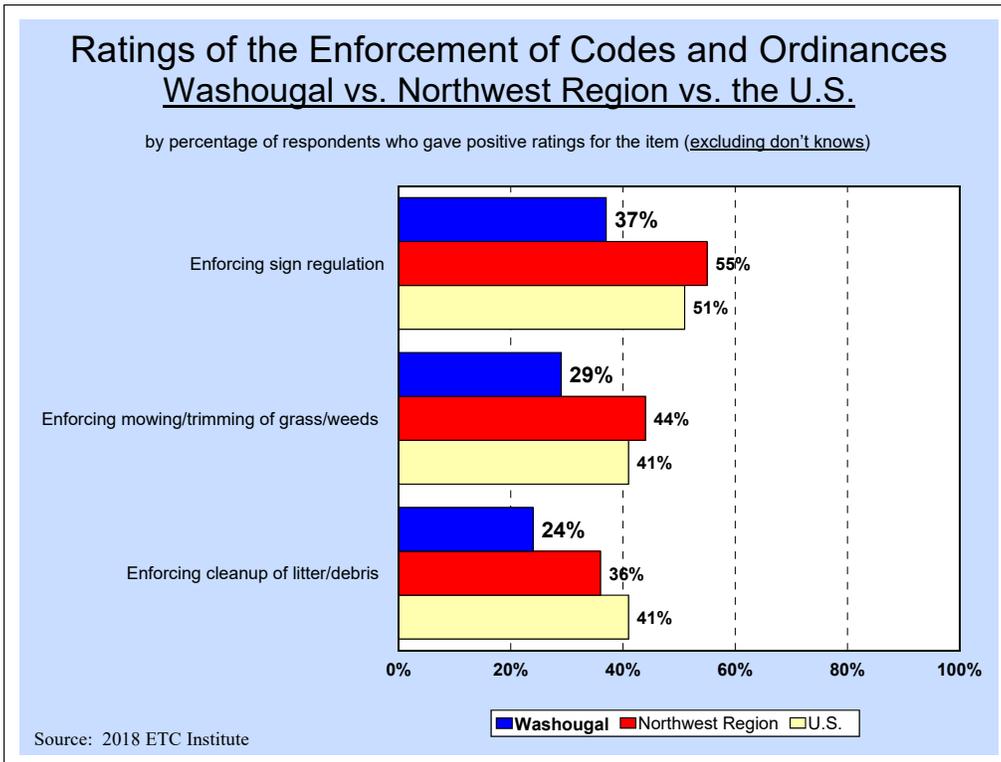
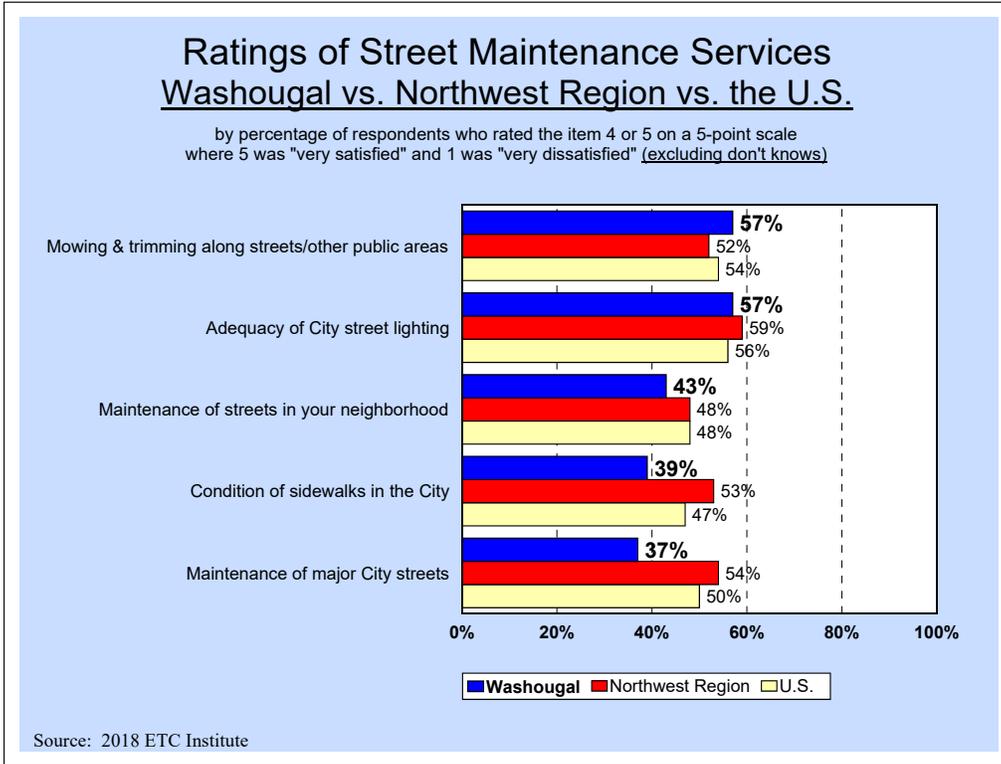
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2018 ETC Institute

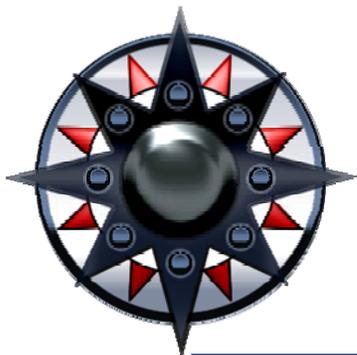






**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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## Importance-Satisfaction Analysis

The City of Washougal, WA

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### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS=Importance \times (1-Satisfaction)]$ .

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately fifty-nine percent (58.6%) of residents selected "maintenance of City streets" as the most important major service to provide.

With regard to satisfaction, 33% of the residents surveyed rated their overall satisfaction with “maintenance of City streets” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “maintenance of City streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 58.6% was multiplied by 67% (1-0.33). This calculation yielded an I-S rating of 0.3926, which ranked first out of eleven major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for Washougal are provided on the following pages.

## Importance-Satisfaction Rating City of Washougal 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>						
Maintenance of city streets	59%	1	33%	10	0.3926	1
Effectiveness of economic development efforts	36%	2	30%	11	0.2492	2
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of city water utilities	26%	5	51%	7	0.1259	3
Effectiveness of communication with the public	23%	7	46%	8	0.1237	4
Quality of city parks	30%	3	62%	4	0.1155	5
Enforcement of city codes and ordinances	18%	8	43%	9	0.1003	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of police services	26%	4	77%	2	0.0598	7
Quality of fire/emergency medical/ambulance svcs.	25%	6	80%	1	0.0506	8
Effectiveness of management of storm water runoff	10%	10	52%	6	0.0494	9
Quality of city sewer services	11%	9	57%	5	0.0469	10
Quality of customer service from city employees	5%	11	68%	3	0.0157	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating City of Washougal Parks

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>						
Appearance/maintenance of existing City parks	51%	1	58%	1	0.2155	1
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of facilities (picnic shelters, etc.)	46%	2	58%	2	0.1945	2
Number of City parks	37%	3	47%	4	0.1940	3
Quality of outdoor athletic fields	29%	4	50%	3	0.1440	4

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Washougal

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
The city's overall efforts to prevent crime	42%	1	56%	8	0.1830	1
The visibility of police in the community	31%	2	67%	6	0.1013	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of local traffic laws	16%	3	61%	7	0.0628	3
Quality of animal control	13%	5	50%	10	0.0625	4
Parking enforcement services	9%	8	51%	9	0.0421	5
Quality of local fire protection and rescue svcs.	16%	4	75%	2	0.0395	6
How quickly police respond to emergencies	12%	7	69%	5	0.0375	7
How quickly fire and rescue personnel respond	12%	6	75%	1	0.0305	8
How quickly ambulance personnel respond	7%	9	72%	3	0.0190	9
Quality of local ambulance service	5%	10	71%	4	0.0145	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Washougal

### Communication

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>						
Efforts to keep you informed about local issues	47%	1	40%	3	0.2838	1
Level of public involvement in decision making	35%	2	27%	6	0.2519	2
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of info about city programs/services	34%	3	45%	1	0.1870	3
Timeliness of information provided by the city	17%	4	33%	4	0.1126	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of the city's website	12%	5	40%	2	0.0714	5
City e-mail information update service	9%	6	32%	5	0.0598	6

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating City of Washougal Streets

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>						
Maintenance of major City streets	55%	1	37%	5	0.3446	1
Maintenance of streets in your neighborhood	46%	2	43%	3	0.2639	2
<b><u>High Priority (IS .10-.20)</u></b>						
Condition of sidewalks in the City	29%	3	39%	4	0.1793	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Adequacy of City street lighting	21%	4	57%	2	0.0916	4
Mowing & trimming along streets/other public areas	15%	5	57%	1	0.0654	5

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Rating

### City of Washougal

### Code Enforcement

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>						
Enforcing cleanup of litter/debris	58%	1	24%	4	0.4393	1
Enforcing mowing/trimming of grass/weeds	35%	2	29%	3	0.2485	2
Enforcing codes designed to protect public safety	35%	3	38%	1	0.2164	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing sign regulation	18%	4	37%	2	0.1128	4

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

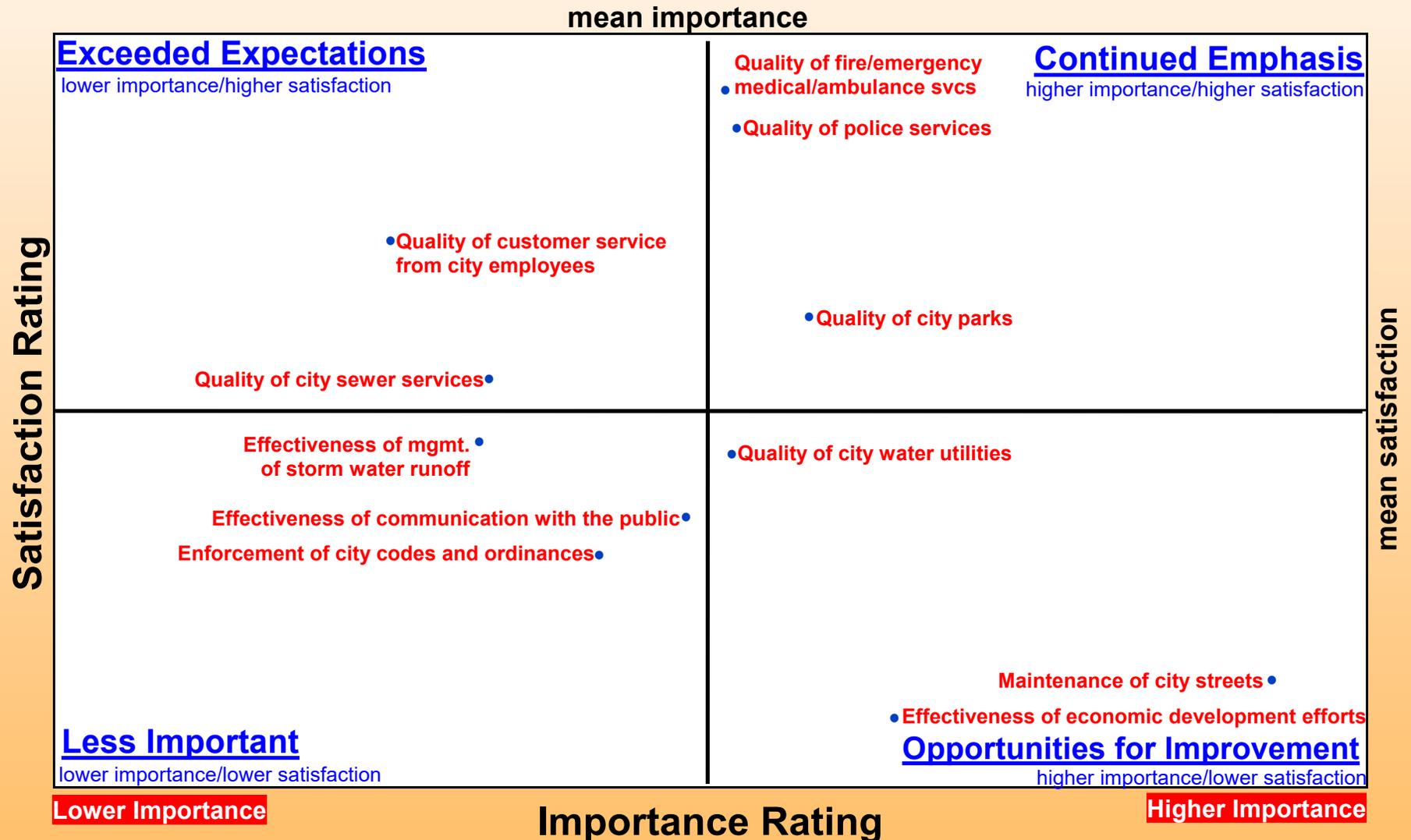
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Washougal are provided on the following pages.

# 2018 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)

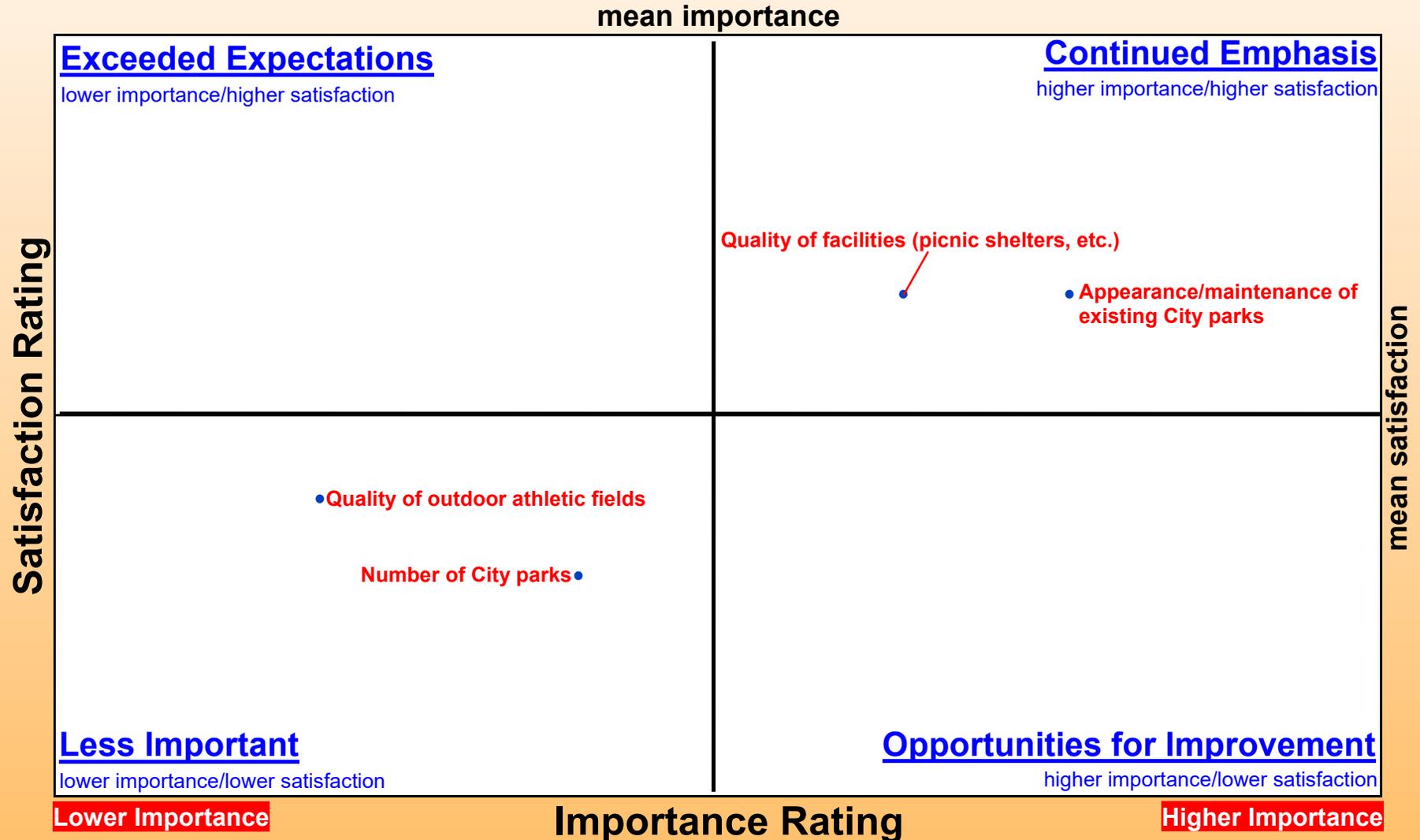


Source: ETC Institute (2018)

# 2018 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)

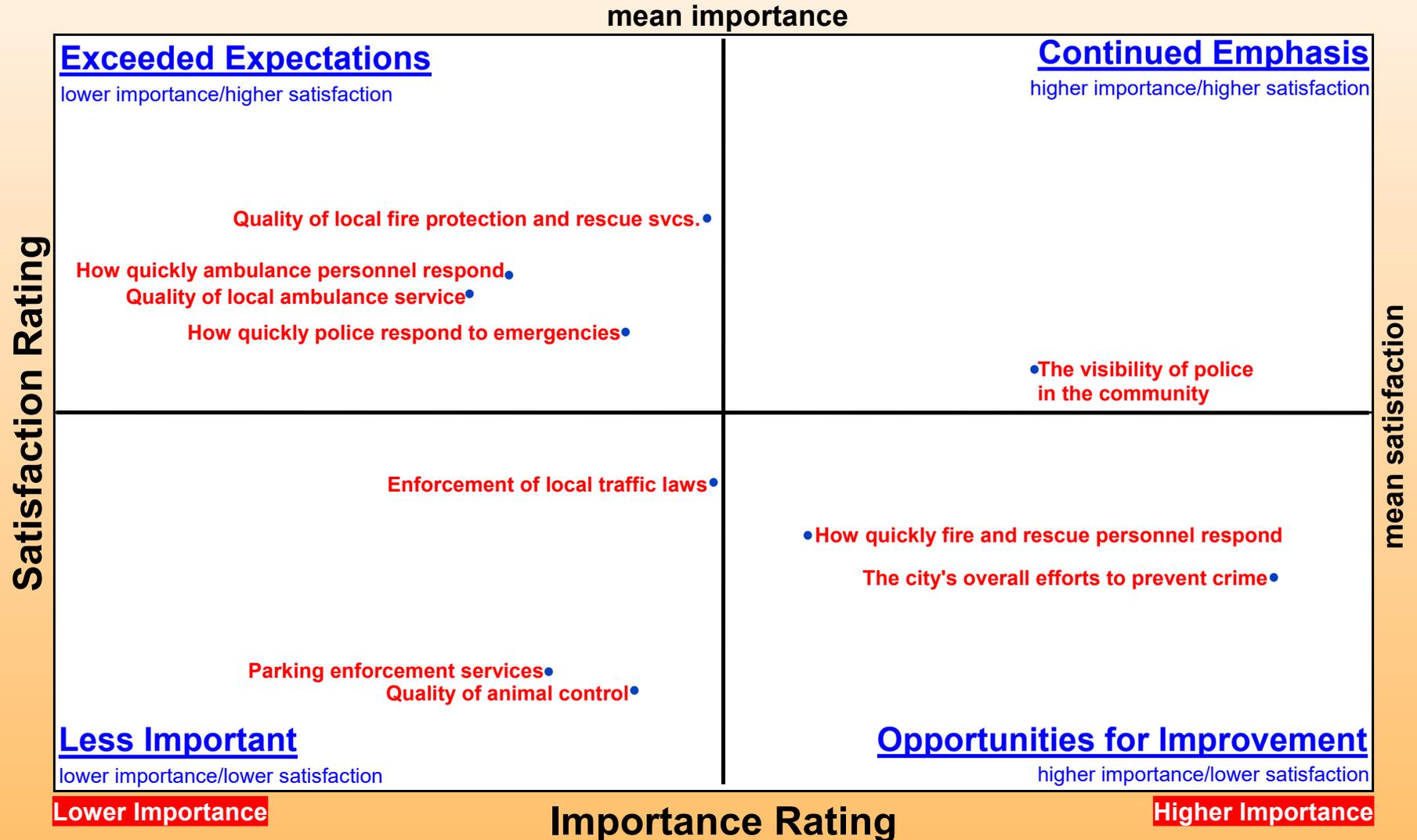


Source: ETC Institute (2018)

# 2018 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)

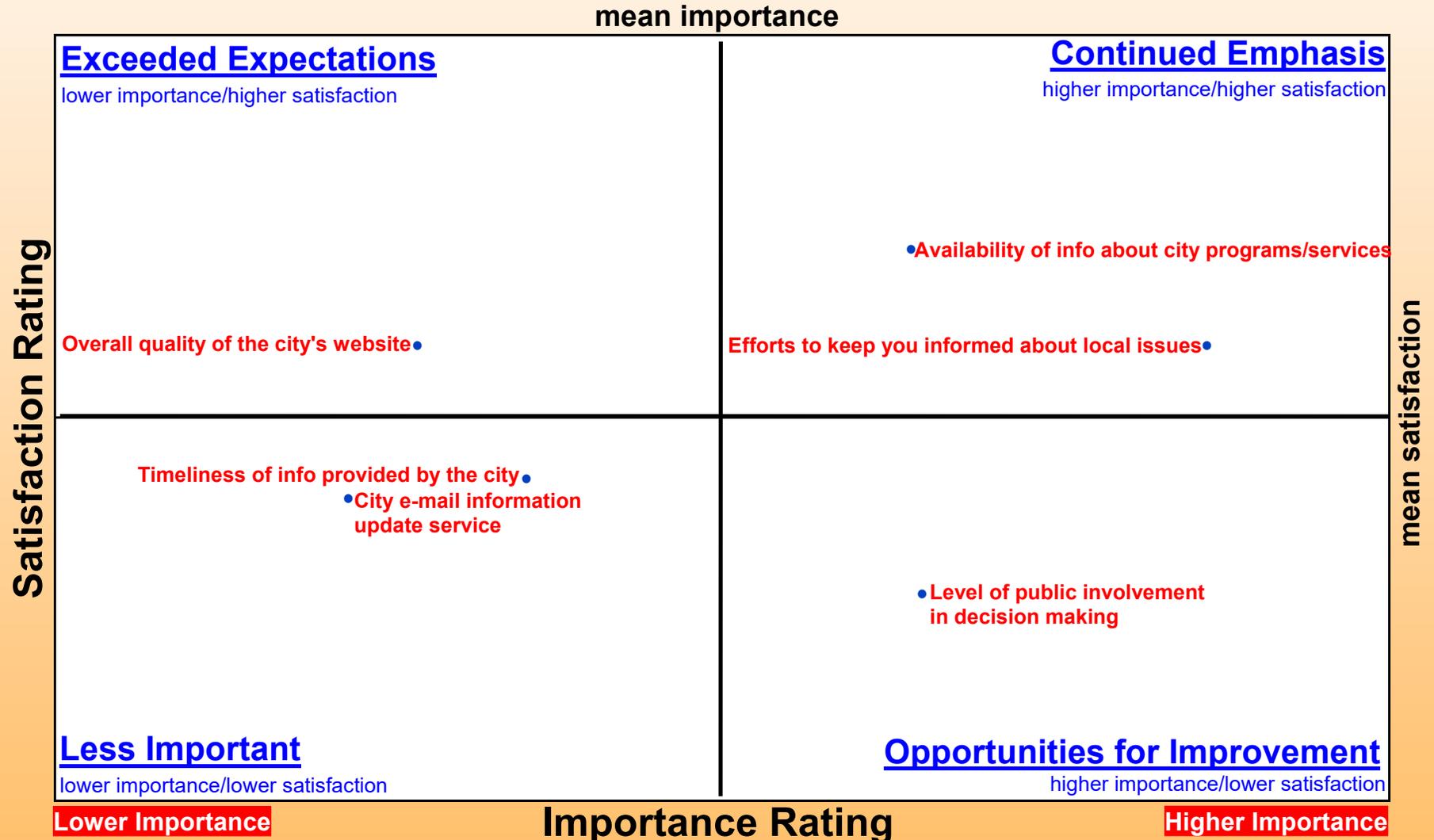


Source: ETC Institute (2018)

# 2018 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)

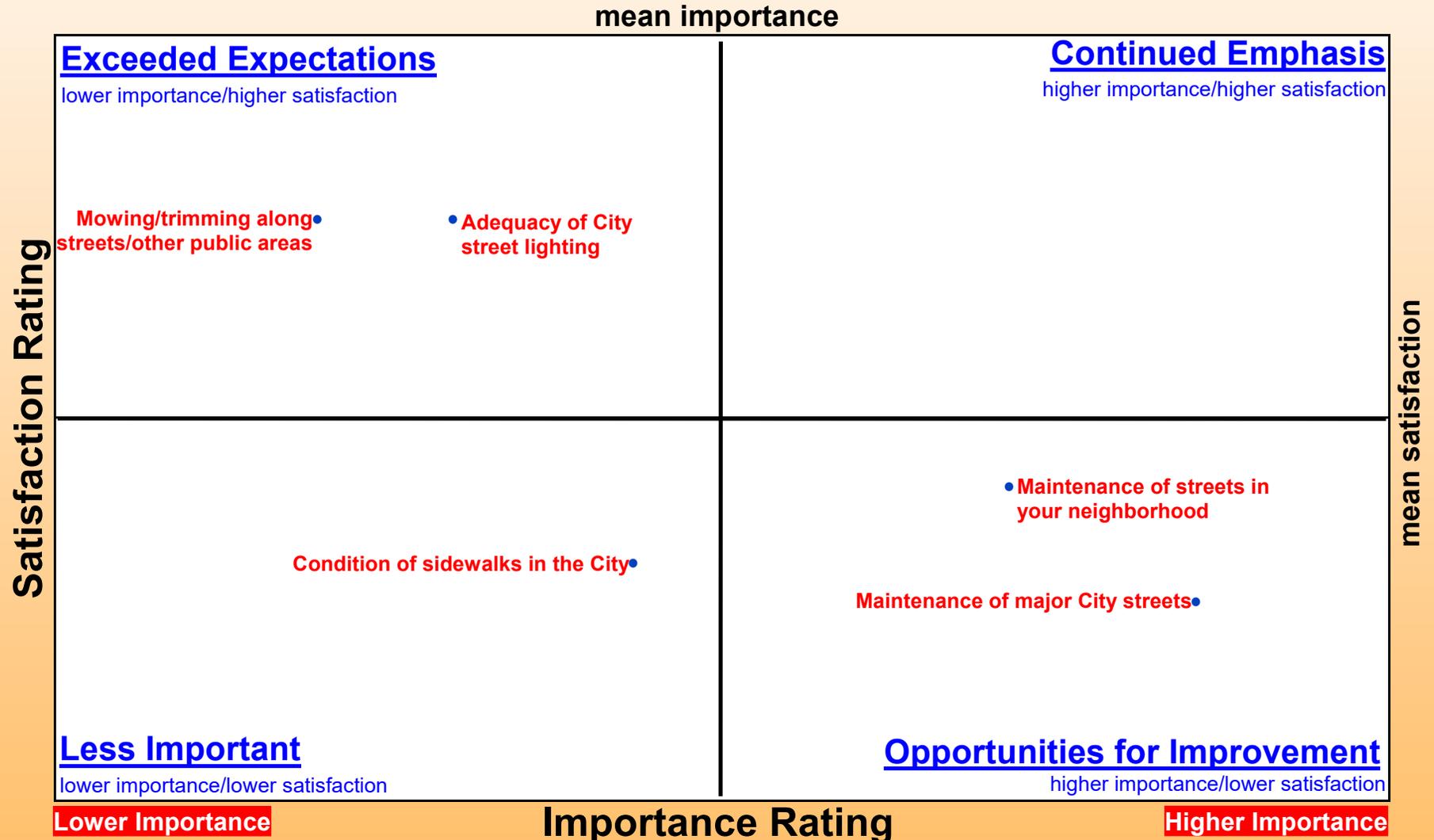


Source: ETC Institute (2018)

# 2018 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)

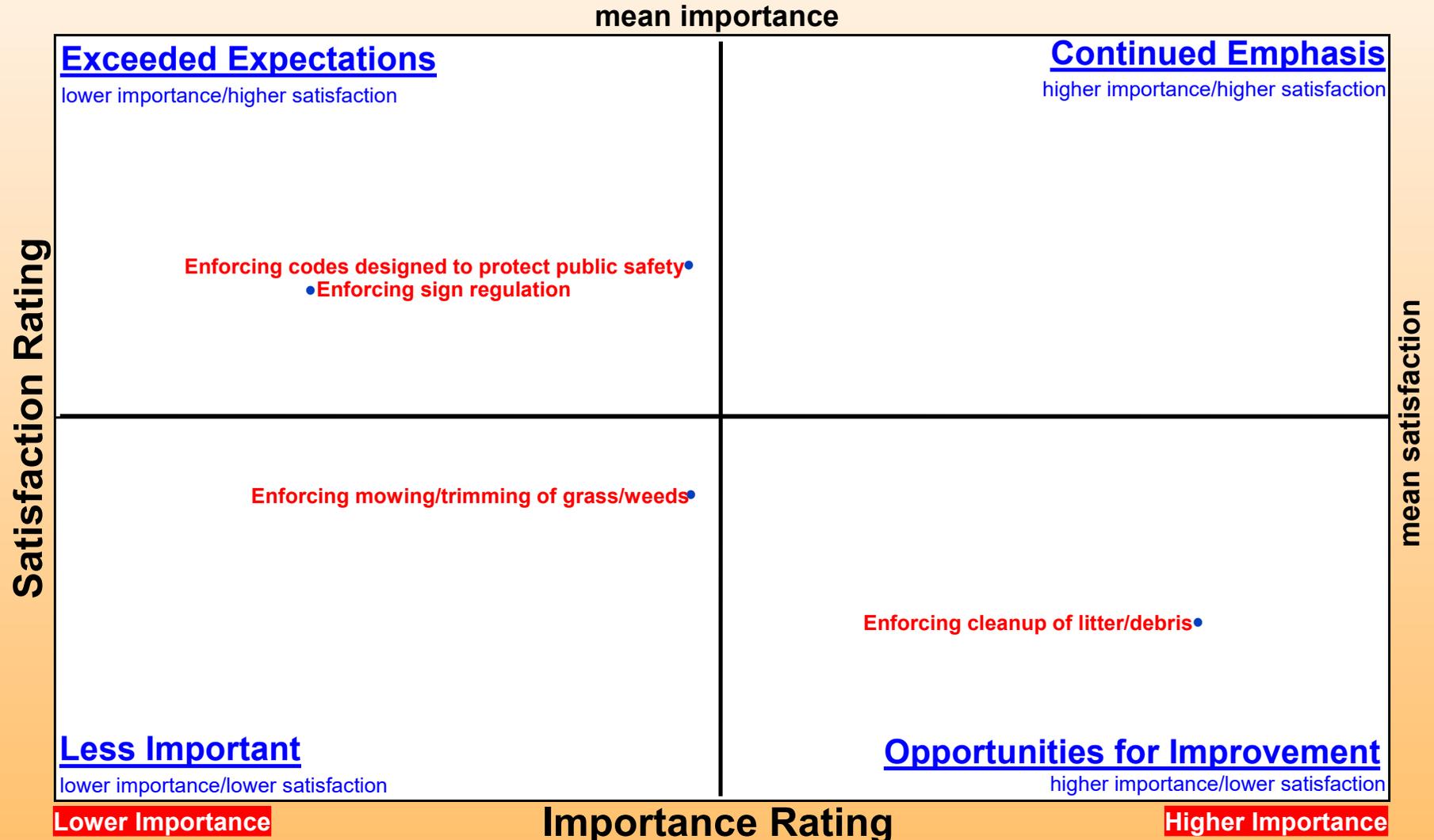


Source: ETC Institute (2018)

# 2018 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 (2018)

**Section 4:**  
**Tabular Data**

---

**Q1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	25.5%	42.3%	15.3%	4.2%	1.1%	11.6%
Q1-2. Overall quality of fire, emergency medical & ambulance services	32.4%	34.1%	12.3%	3.8%	1.7%	15.8%
Q1-3. Overall quality of City parks	13.5%	45.9%	23.6%	9.5%	2.7%	4.8%
Q1-4. Overall maintenance of City streets	6.2%	26.9%	25.4%	26.4%	14.6%	0.6%
Q1-5. Overall quality of City water utilities	12.3%	36.2%	23.3%	14.4%	9.5%	4.4%
Q1-6. Overall quality of City sewer services	12.2%	41.1%	25.5%	8.3%	6.3%	6.6%
Q1-7. Overall effectiveness of City management of storm water runoff	9.5%	36.3%	27.2%	10.7%	5.7%	10.7%
Q1-8. Overall enforcement of City codes & ordinances	7.7%	29.4%	31.5%	11.9%	5.0%	14.6%
Q1-9. Overall quality of customer service you receive from City employees	23.1%	38.1%	23.3%	4.2%	1.5%	9.8%
Q1-10. Overall effectiveness of City communication with the public	10.5%	32.6%	34.4%	13.4%	3.6%	5.6%
Q1-11. Overall effectiveness of City economic development efforts	5.0%	20.9%	39.6%	17.1%	5.6%	11.9%

**WITHOUT "DON'T KNOW"**

**Q1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	28.9%	47.9%	17.3%	4.8%	1.2%
Q1-2. Overall quality of fire, emergency medical & ambulance services	38.5%	40.5%	14.6%	4.5%	2.0%
Q1-3. Overall quality of City parks	14.2%	48.3%	24.8%	9.9%	2.8%
Q1-4. Overall maintenance of City streets	6.2%	27.0%	25.5%	26.6%	14.7%
Q1-5. Overall quality of City water utilities	12.9%	37.8%	24.3%	15.1%	9.9%
Q1-6. Overall quality of City sewer services	13.0%	44.1%	27.3%	8.8%	6.8%
Q1-7. Overall effectiveness of City management of storm water runoff	10.6%	40.7%	30.4%	11.9%	6.4%
Q1-8. Overall enforcement of City codes & ordinances	9.0%	34.4%	36.9%	13.9%	5.8%
Q1-9. Overall quality of customer service you receive from City employees	25.6%	42.3%	25.8%	4.7%	1.7%
Q1-10. Overall effectiveness of City communication with the public	11.1%	34.5%	36.4%	14.1%	3.8%
Q1-11. Overall effectiveness of City economic development efforts	5.6%	23.7%	45.0%	19.4%	6.3%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	71	10.7 %
Overall quality of fire, emergency medical & ambulance services	65	9.8 %
Overall quality of City parks	44	6.6 %
Overall maintenance of City streets	199	29.9 %
Overall quality of City water utilities	73	11.0 %
Overall quality of City sewer services	13	2.0 %
Overall effectiveness of City management of storm water runoff	13	2.0 %
Overall enforcement of City codes & ordinances	23	3.5 %
Overall quality of customer service you receive from City employees	7	1.1 %
Overall effectiveness of City communication with the public	27	4.1 %
Overall effectiveness of City economic development efforts	90	13.5 %
<u>None chosen</u>	<u>41</u>	<u>6.2 %</u>
Total	666	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	54	8.1 %
Overall quality of fire, emergency medical & ambulance services	68	10.2 %
Overall quality of City parks	75	11.3 %
Overall maintenance of City streets	112	16.8 %
Overall quality of City water utilities	58	8.7 %
Overall quality of City sewer services	32	4.8 %
Overall effectiveness of City management of storm water runoff	23	3.5 %
Overall enforcement of City codes & ordinances	50	7.5 %
Overall quality of customer service you receive from City employees	13	2.0 %
Overall effectiveness of City communication with the public	47	7.1 %
Overall effectiveness of City economic development efforts	63	9.5 %
<u>None chosen</u>	<u>71</u>	<u>10.7 %</u>
Total	666	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	48	7.2 %
Overall quality of fire, emergency medical & ambulance services	35	5.3 %
Overall quality of City parks	83	12.5 %
Overall maintenance of City streets	79	11.9 %
Overall quality of City water utilities	40	6.0 %
Overall quality of City sewer services	27	4.1 %
Overall effectiveness of City management of storm water runoff	32	4.8 %
Overall enforcement of City codes & ordinances	44	6.6 %
Overall quality of customer service you receive from City employees	12	1.8 %
Overall effectiveness of City communication with the public	78	11.7 %
Overall effectiveness of City economic development efforts	84	12.6 %
None chosen	104	15.6 %
Total	666	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	173	26.0 %
Overall quality of fire, emergency medical & ambulance services	168	25.2 %
Overall quality of City parks	202	30.3 %
Overall maintenance of City streets	390	58.6 %
Overall quality of City water utilities	171	25.7 %
Overall quality of City sewer services	72	10.8 %
Overall effectiveness of City management of storm water runoff	68	10.2 %
Overall enforcement of City codes & ordinances	117	17.6 %
Overall quality of customer service you receive from City employees	32	4.8 %
Overall effectiveness of City communication with the public	152	22.8 %
Overall effectiveness of City economic development efforts	237	35.6 %
None chosen	41	6.2 %
Total	1823	

**Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Washougal	9.8%	47.0%	31.7%	5.1%	1.2%	5.3%
Q3-2. Overall value that you receive for your City tax & fees	4.8%	26.7%	36.0%	21.9%	6.6%	3.9%
Q3-3. Overall image of City	6.2%	32.9%	37.8%	17.9%	4.2%	1.1%
Q3-4. How well City is managing growth & development	3.6%	23.3%	34.2%	23.4%	9.5%	6.0%
Q3-5. Overall quality of life in City	14.3%	48.2%	27.2%	8.6%	1.2%	0.6%
Q3-6. Overall feeling of safety in City	17.7%	46.1%	24.2%	8.6%	2.1%	1.4%
Q3-7. Availability of job opportunities	2.9%	12.0%	35.0%	18.3%	6.6%	25.2%
Q3-8. Overall quality of new development	3.8%	24.2%	39.3%	17.4%	6.6%	8.7%
Q3-9. Appearance of residential property in City	4.2%	33.5%	36.6%	20.1%	4.4%	1.2%
Q3-10. Appearance of commercial property in City	4.2%	34.7%	37.8%	17.1%	4.8%	1.4%

**WITHOUT "DON'T KNOW"**

**Q3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Washougal	10.3%	49.6%	33.4%	5.4%	1.3%
Q3-2. Overall value that you receive for your City tax & fees	5.0%	27.8%	37.5%	22.8%	6.9%
Q3-3. Overall image of City	6.2%	33.2%	38.2%	18.1%	4.2%
Q3-4. How well City is managing growth & development	3.8%	24.8%	36.4%	24.9%	10.1%
Q3-5. Overall quality of life in City	14.4%	48.5%	27.3%	8.6%	1.2%
Q3-6. Overall feeling of safety in City	18.0%	46.7%	24.5%	8.7%	2.1%
Q3-7. Availability of job opportunities	3.8%	16.1%	46.8%	24.5%	8.8%
Q3-8. Overall quality of new development	4.1%	26.5%	43.1%	19.1%	7.2%
Q3-9. Appearance of residential property in City	4.3%	33.9%	37.1%	20.4%	4.4%
Q3-10. Appearance of commercial property in City	4.3%	35.2%	38.4%	17.4%	4.9%

**Q4. Please rate your satisfaction with each of the Parks and Recreation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	10.8%	42.6%	23.7%	12.8%	2.3%	7.8%
Q4-2. Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	8.3%	32.9%	28.8%	10.2%	3.2%	16.7%
Q4-3. Appearance & maintenance of existing City parks	10.5%	44.7%	26.0%	11.1%	2.1%	5.6%
Q4-4. Number of City parks	8.6%	35.0%	27.5%	17.6%	4.2%	7.2%

**WITHOUT "DON'T KNOW"**

**Q4. Please rate your satisfaction with each of the Parks and Recreation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Quality of facilities such as picnic shelters & playgrounds in City parks	11.7%	46.3%	25.7%	13.8%	2.4%
Q4-2. Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	9.9%	39.5%	34.6%	12.3%	3.8%
Q4-3. Appearance & maintenance of existing City parks	11.1%	47.4%	27.5%	11.8%	2.2%
Q4-4. Number of City parks	9.2%	37.7%	29.6%	18.9%	4.5%

**Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters & playgrounds in City parks	163	24.5 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	90	13.5 %
Appearance & maintenance of existing City parks	172	25.8 %
Number of City parks	142	21.3 %
None chosen	99	14.9 %
Total	666	100.0 %

**Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters & playgrounds in City parks	145	21.8 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	102	15.3 %
Appearance & maintenance of existing City parks	170	25.5 %
Number of City parks	102	15.3 %
None chosen	147	22.1 %
Total	666	100.0 %

**SUM OF TOP 2 CHOICES**

**Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q5. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of facilities such as picnic shelters & playgrounds in City parks	308	46.2 %
Quality of outdoor athletic fields (e.g. baseball, soccer, & football)	192	28.8 %
Appearance & maintenance of existing City parks	342	51.4 %
Number of City parks	244	36.6 %
None chosen	99	14.9 %
Total	1185	

**Q6. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Visibility of police in the community	18.3%	46.4%	21.2%	8.9%	2.7%	2.6%
Q6-2. City's overall efforts to prevent crime	11.4%	38.6%	28.4%	8.0%	2.7%	11.0%
Q6-3. Enforcement of local traffic laws	12.6%	45.0%	24.9%	7.2%	4.2%	6.0%
Q6-4. Parking enforcement services	9.9%	32.3%	30.3%	5.6%	3.9%	18.0%
Q6-5. How quickly police respond to emergencies	20.3%	32.1%	19.2%	3.3%	0.9%	24.2%
Q6-6. Overall quality of local fire protection & rescue services	22.5%	38.4%	15.2%	3.8%	1.8%	18.3%
Q6-7. How quickly fire & rescue personnel respond to emergencies	24.6%	33.0%	15.0%	2.3%	1.4%	23.7%
Q6-8. Quality of local ambulance service	23.1%	27.2%	17.7%	2.4%	0.8%	28.8%
Q6-9. How quickly ambulance personnel respond to emergencies	23.0%	27.2%	17.1%	2.0%	1.2%	29.6%
Q6-10. Quality of animal control	12.2%	27.9%	29.6%	7.4%	3.3%	19.7%

**WITHOUT "DON'T KNOW"**

**Q6. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Visibility of police in the community	18.8%	47.6%	21.7%	9.1%	2.8%
Q6-2. City's overall efforts to prevent crime	12.8%	43.3%	31.9%	8.9%	3.0%
Q6-3. Enforcement of local traffic laws	13.4%	47.9%	26.5%	7.7%	4.5%
Q6-4. Parking enforcement services	12.1%	39.4%	37.0%	6.8%	4.8%
Q6-5. How quickly police respond to emergencies	26.7%	42.4%	25.3%	4.4%	1.2%
Q6-6. Overall quality of local fire protection & rescue services	27.6%	47.1%	18.6%	4.6%	2.2%
Q6-7. How quickly fire & rescue personnel respond to emergencies	32.3%	43.3%	19.7%	3.0%	1.8%
Q6-8. Quality of local ambulance service	32.5%	38.2%	24.9%	3.4%	1.1%
Q6-9. How quickly ambulance personnel respond to emergencies	32.6%	38.6%	24.3%	2.8%	1.7%
Q6-10. Quality of animal control	15.1%	34.8%	36.8%	9.2%	4.1%

**Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in the community	123	18.5 %
City's overall efforts to prevent crime	180	27.0 %
Enforcement of local traffic laws	55	8.3 %
Parking enforcement services	25	3.8 %
How quickly police respond to emergencies	35	5.3 %
Overall quality of local fire protection & rescue services	51	7.7 %
How quickly fire & rescue personnel respond to emergencies	30	4.5 %
Quality of local ambulance service	14	2.1 %
How quickly ambulance personnel respond to emergencies	16	2.4 %
Quality of animal control	36	5.4 %
None chosen	101	15.2 %
Total	666	100.0 %

**Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in the community	81	12.2 %
City's overall efforts to prevent crime	97	14.6 %
Enforcement of local traffic laws	52	7.8 %
Parking enforcement services	32	4.8 %
How quickly police respond to emergencies	45	6.8 %
Overall quality of local fire protection & rescue services	54	8.1 %
How quickly fire & rescue personnel respond to emergencies	51	7.7 %
Quality of local ambulance service	19	2.9 %
How quickly ambulance personnel respond to emergencies	29	4.4 %
Quality of animal control	47	7.1 %
None chosen	159	23.9 %
Total	666	100.0 %

**SUM OF TOP 2 CHOICES****Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in the community	204	30.6 %
City's overall efforts to prevent crime	277	41.6 %
Enforcement of local traffic laws	107	16.1 %
Parking enforcement services	57	8.6 %
How quickly police respond to emergencies	80	12.0 %
Overall quality of local fire protection & rescue services	105	15.8 %
How quickly fire & rescue personnel respond to emergencies	81	12.2 %
Quality of local ambulance service	33	5.0 %
How quickly ambulance personnel respond to emergencies	45	6.8 %
Quality of animal control	83	12.5 %
None chosen	101	15.2 %
Total	1173	

**Q8. Please rate your satisfaction with each of the following items concerning City communication using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Availability of information about City programs & services	6.9%	33.6%	33.9%	14.9%	1.5%	9.2%
Q8-2. City efforts to keep you informed about local issues	6.5%	31.2%	34.4%	19.4%	3.5%	5.1%
Q8-3. Overall quality of City's website	4.8%	26.1%	37.8%	6.5%	2.1%	22.7%
Q8-4. Level of public involvement in local decision making	2.9%	18.5%	34.4%	17.7%	6.2%	20.4%
Q8-5. Timeliness of information provided by City	3.8%	22.7%	39.9%	11.6%	3.6%	18.5%
Q8-6. City e-mail information update service	3.5%	17.0%	34.7%	5.0%	3.6%	36.3%

**WITHOUT "DON'T KNOW"**

**Q8. Please rate your satisfaction with each of the following items concerning City communication using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of information about City programs & services	7.6%	37.0%	37.4%	16.4%	1.7%
Q8-2. City efforts to keep you informed about local issues	6.8%	32.9%	36.2%	20.4%	3.6%
Q8-3. Overall quality of City's website	6.2%	33.8%	48.9%	8.3%	2.7%
Q8-4. Level of public involvement in local decision making	3.6%	23.2%	43.2%	22.3%	7.7%
Q8-5. Timeliness of information provided by City	4.6%	27.8%	49.0%	14.2%	4.4%
Q8-6. City e-mail information update service	5.4%	26.7%	54.5%	7.8%	5.7%

**Q9. Which TWO of the communication items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	143	21.5 %
City efforts to keep you informed about local issues	163	24.5 %
Overall quality of City's website	43	6.5 %
Level of public involvement in local decision making	120	18.0 %
Timeliness of information provided by City	28	4.2 %
City e-mail information update service	27	4.1 %
None chosen	142	21.3 %
Total	666	100.0 %

**Q9. Which TWO of the communication items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	83	12.5 %
City efforts to keep you informed about local issues	152	22.8 %
Overall quality of City's website	36	5.4 %
Level of public involvement in local decision making	110	16.5 %
Timeliness of information provided by City	84	12.6 %
City e-mail information update service	31	4.7 %
None chosen	170	25.5 %
Total	666	100.0 %

**SUM OF TOP 2 CHOICES**

**Q9. Which TWO of the communication items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q9. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	226	33.9 %
City efforts to keep you informed about local issues	315	47.3 %
Overall quality of City's website	79	11.9 %
Level of public involvement in local decision making	230	34.5 %
Timeliness of information provided by City	112	16.8 %
City e-mail information update service	58	8.7 %
None chosen	142	21.3 %
Total	1162	

**Q10. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major City streets	4.4%	31.2%	20.7%	29.0%	11.6%	3.2%
Q10-2. Maintenance of streets in your neighborhood	7.8%	34.1%	19.2%	20.6%	15.0%	3.3%
Q10-3. Mowing & trimming along City streets & other public areas	9.0%	46.1%	28.4%	9.0%	3.2%	4.4%
Q10-4. Adequacy of City street lighting	10.1%	44.0%	26.0%	11.6%	4.2%	4.2%
Q10-5. Condition of sidewalks in City	5.4%	31.7%	29.0%	18.9%	9.8%	5.3%

**WITHOUT "DON'T KNOW"**

**Q10. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major City streets	4.5%	32.2%	21.4%	29.9%	11.9%
Q10-2. Maintenance of streets in your neighborhood	8.1%	35.2%	19.9%	21.3%	15.5%
Q10-3. Mowing & trimming along City streets & other public areas	9.4%	48.2%	29.7%	9.4%	3.3%
Q10-4. Adequacy of City street lighting	10.5%	45.9%	27.1%	12.1%	4.4%
Q10-5. Condition of sidewalks in City	5.7%	33.4%	30.6%	20.0%	10.3%

**Q11. Which TWO of the street related items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q11. Top choice	Number	Percent
Maintenance of major City streets	277	41.6 %
Maintenance of streets in your neighborhood	133	20.0 %
Mowing & trimming along City streets & other public areas	40	6.0 %
Adequacy of City street lighting	44	6.6 %
Condition of sidewalks in City	82	12.3 %
None chosen	90	13.5 %
Total	666	100.0 %

**Q11. Which TWO of the street related items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q11. 2nd choice	Number	Percent
Maintenance of major City streets	87	13.1 %
Maintenance of streets in your neighborhood	175	26.3 %
Mowing & trimming along City streets & other public areas	61	9.2 %
Adequacy of City street lighting	98	14.7 %
Condition of sidewalks in City	114	17.1 %
None chosen	131	19.7 %
Total	666	100.0 %

**SUM OF TOP 2 CHOICES**

**Q11. Which TWO of the street related items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q11. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	364	54.7 %
Maintenance of streets in your neighborhood	308	46.2 %
Mowing & trimming along City streets & other public areas	101	15.2 %
Adequacy of City street lighting	142	21.3 %
Condition of sidewalks in City	196	29.4 %
None chosen	90	13.5 %
Total	1201	

**Q12. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Enforcing cleanup of litter & debris on private property	4.1%	16.4%	30.3%	22.8%	11.0%	15.5%
Q12-2. Enforcing mowing & trimming of grass & weeds on private property	4.1%	20.3%	34.8%	17.4%	7.4%	16.1%
Q12-3. Enforcing codes designed to protect public safety & health	6.3%	23.1%	35.7%	7.8%	4.5%	22.5%
Q12-4. Enforcing sign regulation	5.3%	22.7%	37.7%	7.5%	3.6%	23.3%

**WITHOUT "DON'T KNOW"**

**Q12. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=666)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Enforcing cleanup of litter & debris on private property	4.8%	19.4%	35.9%	27.0%	13.0%
Q12-2. Enforcing mowing & trimming of grass & weeds on private property	4.8%	24.2%	41.5%	20.8%	8.8%
Q12-3. Enforcing codes designed to protect public safety & health	8.1%	29.8%	46.1%	10.1%	5.8%
Q12-4. Enforcing sign regulation	6.8%	29.5%	49.1%	9.8%	4.7%

**Q13. Which TWO of the code enforcement items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	277	41.6 %
Enforcing mowing & trimming of grass & weeds on private property	53	8.0 %
Enforcing codes designed to protect public safety & health	135	20.3 %
Enforcing sign regulation	45	6.8 %
None chosen	156	23.4 %
Total	666	100.0 %

**Q13. Which TWO of the code enforcement items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	108	16.2 %
Enforcing mowing & trimming of grass & weeds on private property	180	27.0 %
Enforcing codes designed to protect public safety & health	97	14.6 %
Enforcing sign regulation	74	11.1 %
None chosen	207	31.1 %
Total	666	100.0 %

**SUM OF TOP 2 CHOICES**

**Q13. Which TWO of the code enforcement items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of litter & debris on private property	385	57.8 %
Enforcing mowing & trimming of grass & weeds on private property	233	35.0 %
Enforcing codes designed to protect public safety & health	232	34.8 %
Enforcing sign regulation	119	17.9 %
None chosen	156	23.4 %
Total	1125	

**Q14. From which of the following sources do you currently get news and information about City programs, services, and events?**

Q14. From what sources do you currently get news & information about City programs, services, & events	Number	Percent
City website	206	30.9 %
City social media (Facebook, Twitter)	181	27.2 %
Public meetings	69	10.4 %
City email update service	121	18.2 %
None	275	41.3 %
Total	852	

**WITHOUT "NONE"**

**Q14. From which of the following sources do you currently get news and information about City programs, services, and events? (without "none")**

Q14. From what sources do you currently get news & information about City programs, services, & events	Number	Percent
City website	201	51.4 %
City social media (Facebook, Twitter)	175	44.8 %
Public meetings	60	15.3 %
City email update service	117	29.9 %
Total	553	

**Q15. Which of the following types of information would you like to receive from the City of Washougal?**

Q15. What types of information would you like to receive from City of Washougal	Number	Percent
City's strategic plan & council goals	379	56.9 %
Public safety (police, fire)	377	56.6 %
Public works (infrastructure & construction updates)	447	67.1 %
Special events	413	62.0 %
Community based stories (what is going on locally in Washougal)	387	58.1 %
Other	36	5.4 %
Total	2039	

**Q15. Other**

<u>Q15. Other</u>	<u>Number</u>	<u>Percent</u>
Monthly newsletter	2	5.6 %
A dog park. Bury power lines & remove telephone poles. Clean up downtown.	1	2.8 %
Private developments within the city (e.g. new housingdevelopments)	1	2.8 %
Keeping our community healthy and dealing with issues for members with special needs	1	2.8 %
Current law changes	1	2.8 %
More employees	1	2.8 %
Fire woks ordinances	1	2.8 %
More public input via meetings	1	2.8 %
Plans for parks	1	2.8 %
List sex offenders	1	2.8 %
Info to help new residents in the area	1	2.8 %
What's being done about code enforcement	1	2.8 %
Recreation & volunteer opportunities	1	2.8 %
Response from City	1	2.8 %
Social services	1	2.8 %
Achievements	1	2.8 %
Proposed developments	1	2.8 %
Board meetings	1	2.8 %
Long term community development	1	2.8 %
City cleanup dates	1	2.8 %
Newspaper articles	1	2.8 %
Jobs	1	2.8 %
Roundabouts	1	2.8 %
Input on decision making	1	2.8 %
Street repair	1	2.8 %
Crime activity	1	2.8 %
Parks & Rec	1	2.8 %
Local crime	1	2.8 %
City budget	1	2.8 %
Budget/fiscal	1	2.8 %
Animal shelters	1	2.8 %
Meeting dates	1	2.8 %
Positive news	1	2.8 %
Events in the Square	1	2.8 %
What in for youth	1	2.8 %
Total	36	100.0 %

**Q16. In 2017, the City Council passed an ordinance restricting the use of personal fireworks within City limits to "Safe and Sane" fireworks (which are those that do not fly, explode, or travel more than one foot into the air or more than six feet on the ground). This restriction goes into effect for New Year's Eve 2018 and July 4th 2019. Prior to enacting this restriction, all fireworks legal in the State of Washington were legal in Washougal. Knowing this, which of the following statements reflects your preference regarding fireworks restrictions?**

Q16. Which statement reflects your preference regarding fireworks restrictions?	Number	Percent
I support new restriction for safe & sane fireworks	215	32.3 %
I would support a complete ban on use of personal fireworks	190	28.5 %
I would support overturning new restriction & restoring previous allowance of all legal personal fireworks	229	34.4 %
Don't know	32	4.8 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q16. In 2017, the City Council passed an ordinance restricting the use of personal fireworks within City limits to "Safe and Sane" fireworks (which are those that do not fly, explode, or travel more than one foot into the air or more than six feet on the ground). This restriction goes into effect for New Year's Eve 2018 and July 4th 2019. Prior to enacting this restriction, all fireworks legal in the State of Washington were legal in Washougal. Knowing this, which of the following statements reflects your preference regarding fireworks restrictions? (without "don't know")**

Q16. Which statement reflects your preference regarding fireworks restrictions?	Number	Percent
I support new restriction for safe & sane fireworks	215	33.9 %
I would support a complete ban on use of personal fireworks	190	30.0 %
I would support overturning new restriction & restoring previous allowance of all legal personal fireworks	229	36.1 %
Total	634	100.0 %

**Q17. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year?**

Q17. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	319	47.9 %
No	326	48.9 %
Don't know	21	3.2 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year? (without "don't know")**

Q17. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	319	49.5 %
No	326	50.5 %
Total	645	100.0 %

**Q17a. How easy was it to contact the person you needed to reach?**

Q17a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	157	49.2 %
Somewhat easy	109	34.2 %
Difficult	40	12.5 %
Very difficult	8	2.5 %
Don't know	5	1.6 %
Total	319	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17a. How easy was it to contact the person you needed to reach? (without "don't know")**

Q17a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	157	50.0 %
Somewhat easy	109	34.7 %
Difficult	40	12.7 %
Very difficult	8	2.5 %
Total	314	100.0 %

**Q17b. What department did you contact?**

<u>Q17b. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	75	23.5 %
Fire	11	3.4 %
Community Development	41	12.9 %
Parks	18	5.6 %
Community Room Reservations	6	1.9 %
Event Permits	9	2.8 %
Utility Billing	106	33.2 %
Municipal Services (streets/water/sewer)	106	33.2 %
<u>Other</u>	<u>80</u>	<u>25.1 %</u>
Total	452	

**Q17b. Other**

<u>Q17b. Other</u>	<u>Number</u>	<u>Percent</u>
Code enforcement	22	27.5 %
Animal control	10	12.5 %
Building permits	5	6.3 %
City Hall	3	3.8 %
Front desk	3	3.8 %
Mayor	2	2.5 %
City Council	2	2.5 %
City office to ask a question	1	1.3 %
Cutting tress down in my yard	1	1.3 %
Roof permit	1	1.3 %
Property taxes	1	1.3 %
Assessor's office	1	1.3 %
Street lights out	1	1.3 %
Noise control	1	1.3 %
Salesman	1	1.3 %
City of Washougal	1	1.3 %
City road maintenance	1	1.3 %
Billing dept	1	1.3 %
City administration	1	1.3 %
Tax	1	1.3 %
Housing/building/zoning/permits	1	1.3 %
Code/animal safety	1	1.3 %
Fire permits	1	1.3 %
Sent an email to City website, but got no reply	1	1.3 %
City planning	1	1.3 %
Ambulance	1	1.3 %
Permits	1	1.3 %
Planning	1	1.3 %
City engineer	1	1.3 %
City street trees	1	1.3 %
Clark County	1	1.3 %
Animal control, building inspection	1	1.3 %
Neighborhood parking concerns	1	1.3 %
Code question	1	1.3 %
Administration	1	1.3 %
Tree cutting on our own property	1	1.3 %
Zoning	1	1.3 %
General question	1	1.3 %
Road maintenance	1	1.3 %
About speed bumps	1	1.3 %
Total	80	100.0 %

**Q17c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."**

(N=319)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q17c-1. They were courteous & polite	56.1%	31.3%	7.2%	2.2%	0.6%	2.5%
Q17c-2. They gave prompt, accurate, & complete answers to questions	46.4%	28.2%	14.7%	5.3%	3.1%	2.2%
Q17c-3. They did what they said they would do in a timely manner	45.8%	24.5%	11.9%	4.1%	6.0%	7.8%
Q17c-4. They helped you resolve an issue to your satisfaction	43.3%	25.7%	11.6%	5.6%	10.0%	3.8%

**WITHOUT "DON'T KNOW"**

**Q17c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")**

(N=319)

	Always	Usually	Sometimes	Seldom	Never
Q17c-1. They were courteous & polite	57.6%	32.2%	7.4%	2.3%	0.6%
Q17c-2. They gave prompt, accurate, & complete answers to questions	47.4%	28.8%	15.1%	5.4%	3.2%
Q17c-3. They did what they said they would do in a timely manner	49.7%	26.5%	12.9%	4.4%	6.5%
Q17c-4. They helped you resolve an issue to your satisfaction	45.0%	26.7%	12.1%	5.9%	10.4%

**Q18. Land Development. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.**

(N=666)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q18-1. Office development	4.1%	17.7%	37.8%	4.4%	3.9%	32.1%
Q18-2. Industrial development	4.5%	16.5%	43.2%	5.1%	2.3%	28.4%
Q18-3. Multi-family residential development	4.4%	7.5%	32.6%	19.4%	17.0%	19.2%
Q18-4. Single-family residential development	4.2%	9.3%	41.1%	17.9%	10.8%	16.7%
Q18-5. Retail development	17.7%	33.8%	25.7%	3.5%	2.1%	17.3%

**WITHOUT "DON'T KNOW"**

**Q18. Land Development. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas. (without "don't know")**

(N=666)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q18-1. Office development	6.0%	26.1%	55.8%	6.4%	5.8%
Q18-2. Industrial development	6.3%	23.1%	60.4%	7.1%	3.1%
Q18-3. Multi-family residential development	5.4%	9.3%	40.3%	24.0%	21.0%
Q18-4. Single-family residential development	5.0%	11.2%	49.4%	21.4%	13.0%
Q18-5. Retail development	21.4%	40.8%	31.0%	4.2%	2.5%

**Q19. Expectations for Services. Using a scale of 1 to 5, where 5 means the level of service provided by the City "Should be Much Higher" than it is now and 1 means it "Should be Much Lower," please indicate how the level of service provided by the City should change in each of the areas listed below.**

(N=666)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower	Don't know
Q19-1. Law enforcement	10.2%	31.2%	46.7%	1.1%	0.3%	10.5%
Q19-2. Fire, EMS & ambulance	10.5%	24.9%	49.2%	1.4%	0.2%	13.8%
Q19-3. Parks & open space	13.4%	35.6%	38.4%	2.3%	0.9%	9.5%
Q19-4. Recreation facilities	15.3%	37.1%	36.2%	1.8%	0.6%	9.0%
Q19-5. Maintenance of infrastructure (streets, sidewalks)	35.0%	39.2%	20.7%	0.8%	0.2%	4.2%

**WITHOUT "DON'T KNOW"**

**Q19. Expectations for Services. Using a scale of 1 to 5, where 5 means the level of service provided by the City "Should be Much Higher" than it is now and 1 means it "Should be Much Lower," please indicate how the level of service provided by the City should change in each of the areas listed below. (without "don't know")**

(N=666)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower
Q19-1. Law enforcement	11.4%	34.9%	52.2%	1.2%	0.3%
Q19-2. Fire, EMS & ambulance	12.2%	28.9%	57.1%	1.6%	0.2%
Q19-3. Parks & open space	14.8%	39.3%	42.5%	2.5%	1.0%
Q19-4. Recreation facilities	16.8%	40.8%	39.8%	2.0%	0.7%
Q19-5. Maintenance of infrastructure (streets, sidewalks)	36.5%	40.9%	21.6%	0.8%	0.2%

**Q20. Would you be willing to pay more in taxes or fees to support an increase in the service level?**

Q20. Would you be willing to pay more in taxes or fees to support an increase in service level	Number	Percent
Yes, I would be willing to pay more in taxes or fees	225	33.8 %
No, I would not be willing to pay more in taxes or fees	289	43.4 %
Not applicable, I do not think any levels of service need to be higher	36	5.4 %
Don't know	116	17.4 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q20. Would you be willing to pay more in taxes or fees to support an increase in the service level? (without "don't know")**

Q20. Would you be willing to pay more in taxes or fees to support an increase in service level	Number	Percent
Yes, I would be willing to pay more in taxes or fees	225	40.9 %
No, I would not be willing to pay more in taxes or fees	289	52.5 %
Not applicable, I do not think any levels of service need to be higher	36	6.5 %
Total	550	100.0 %

**Q21a. The City of Washougal has closed its dog park, which was located near BiMart. Prior to its closing, how often did you use the dog park?**

Q21a. How often did you use the dog park	Number	Percent
Daily	45	6.8 %
A few times per week	73	11.0 %
Weekly	48	7.2 %
Monthly	40	6.0 %
One to six times per year	63	9.5 %
Never	378	56.8 %
Don't know	19	2.9 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q21a. The City of Washougal has closed its dog park, which was located near BiMart. Prior to its closing, how often did you use the dog park? (without "don't know")**

Q21a. How often did you use the dog park	Number	Percent
Daily	45	7.0 %
A few times per week	73	11.3 %
Weekly	48	7.4 %
Monthly	40	6.2 %
One to six times per year	63	9.7 %
Never	378	58.4 %
Total	647	100.0 %

**Q21b. About how often would you use a new dog park if one were opened in the City of Washougal?**

Q21b. How often would you use a new dog park if one were opened in City of Washougal	Number	Percent
Daily	58	8.7 %
A few times per week	91	13.7 %
Weekly	68	10.2 %
Monthly	30	4.5 %
One to six times per year	50	7.5 %
Never	315	47.3 %
Don't know	54	8.1 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q21b. About how often would you use a new dog park if one were opened in the City of Washougal? (without "don't know")**

Q21b. How often would you use a new dog park if one were opened in City of Washougal	Number	Percent
Daily	58	9.5 %
A few times per week	91	14.9 %
Weekly	68	11.1 %
Monthly	30	4.9 %
One to six times per year	50	8.2 %
Never	315	51.5 %
Total	612	100.0 %

**Q22. The City of Washougal could raise approximately \$250K per year by enacting a new \$20 annual vehicle license tab renewal fee to fund improvements to our streets, new road projects, or both. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects?**

Q22. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects

	Number	Percent
Yes, I would support the fee	268	40.2 %
No, I would not support the fee	328	49.2 %
Don't know	70	10.5 %
Total	666	100.0 %

**WITHOUT "DON'T KNOW"**

**Q22. The City of Washougal could raise approximately \$250K per year by enacting a new \$20 annual vehicle license tab renewal fee to fund improvements to our streets, new road projects, or both. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects? (without "don't know")**

Q22. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects

	Number	Percent
Yes, I would support the fee	268	45.0 %
No, I would not support the fee	328	55.0 %
Total	596	100.0 %

**Q23. Approximately how many years have you lived in Washougal?**

Q23. How many years have you lived in Washougal	Number	Percent
0-5	217	32.6 %
6-10	106	15.9 %
11-15	115	17.3 %
16-20	52	7.8 %
21-30	72	10.8 %
31+	90	13.5 %
Not provided	14	2.1 %
Total	666	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. Approximately how many years have you lived in Washougal? (without "not provided")**

Q23. How many years have you lived in Washougal	Number	Percent
0-5	217	33.3 %
6-10	106	16.3 %
11-15	115	17.6 %
16-20	52	8.0 %
21-30	72	11.0 %
31+	90	13.8 %
Total	652	100.0 %

**Q24. What is your age?**

Q24. Your age	Number	Percent
18-34	129	19.4 %
35-44	127	19.1 %
45-54	130	19.5 %
55-64	129	19.4 %
65+	124	18.6 %
Not provided	27	4.1 %
Total	666	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. What is your age? (without "not provided")**

Q24. Your age	Number	Percent
18-34	129	20.2 %
35-44	127	19.9 %
45-54	130	20.3 %
55-64	129	20.2 %
65+	124	19.4 %
Total	639	100.0 %

**Q25. Which of the following languages are spoken at your place of residence?**

Q25. What languages are spoken at your place of residence	Number	Percent
English	633	95.0 %
Spanish	22	3.3 %
Russian	5	0.8 %
Other	13	2.0 %
Total	673	

**Q25. Other**

Q25. Other	Number	Percent
Japanese	3	23.1 %
French	2	15.4 %
Chinese	2	15.4 %
Sign language	2	15.4 %
German	1	7.7 %
Latin	1	7.7 %
Italian/German	1	7.7 %
Portuguese	1	7.7 %
Total	13	100.0 %

**Q26. How many children under age 18 live in your household?**

Q26. How many children under age 18 live in your household	Number	Percent
0	454	68.2 %
1	98	14.7 %
2	74	11.1 %
3	29	4.4 %
4	8	1.2 %
5	3	0.5 %
Total	666	100.0 %

**Q27. What is your gender?**

Q27. Your gender	Number	Percent
Male	328	49.2 %
Female	330	49.5 %
Not provided	8	1.2 %
Total	666	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. What is your gender? (without "not provided")**

Q27. Your gender	Number	Percent
Male	328	49.8 %
Female	330	50.2 %
Total	658	100.0 %

**Q28. Would you say your total annual household income is...**

Q28. Your total annual household income	Number	Percent
Under \$25K	40	6.0 %
\$25K to \$49,999	104	15.6 %
\$50K to \$74,999	152	22.8 %
\$75K to \$99,999	104	15.6 %
\$100K to \$124,999	78	11.7 %
\$125K+	120	18.0 %
Not provided	68	10.2 %
Total	666	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q28. Would you say your total annual household income is... (without "not provided")**

Q28. Your total annual household income	Number	Percent
Under \$25K	40	6.7 %
\$25K to \$49,999	104	17.4 %
\$50K to \$74,999	152	25.4 %
\$75K to \$99,999	104	17.4 %
\$100K to \$124,999	78	13.0 %
\$125K+	120	20.1 %
Total	598	100.0 %

**Section 5:**  
**Survey Instrument**

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CITY HALL  
1701 C Street Washougal,  
WA 98671  
(360) 835-8501  
Fax (360) 835-8808

POLICE DEPARTMENT  
1320 A Street Washougal,  
WA 98671  
(360) 835-8701  
Fax (360) 835-7559

FIRE & RESCUE  
1400 A Street Washougal,  
WA 98671  
(360) 835-2211  
Fax (360) 699-4859

Dear Washougal Resident,

**Your input on the enclosed survey is extremely important.** The City of Washougal is conducting a survey of residents to gather information about city priorities and the quality of city programs and services. The survey, conducted every two years, is part of our ongoing strategic planning process, which is designed to provide residents with the best services possible, and to assist us in making important decisions over the next several months. To assist us in aligning the city's priorities with the needs of our residents, *we need to know what you think.*

**We appreciate your time.** We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions we must make regarding the future of our city.

**Please take a few minutes to complete and return this survey in the next few days.** A postage-paid return envelope, addressed to ETC Institute, has been provided for your convenience. You may also complete the survey on-line by going to [www.WashougalSurvey.com](http://www.WashougalSurvey.com).

We have again selected ETC Institute as our partner for this project because of its outstanding record of performance in working with communities nationwide. ETC will compile the results and present a report to the city in late-May. The report will be a valuable resource as we work to provide you with the most responsive government possible. Look for a summary of the survey results on the city's website, [www.cityofwashougal.us](http://www.cityofwashougal.us).

If you have any questions, please call Rose Jewell, Assistant to the Mayor and City Administrator, at (360) 835-8501 ext. 602. Thank you for your participation in this important process.

Sincerely,

Molly Coston  
Mayor



## 2018 City of Washougal Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to identify and respond to citizen concerns. If you have questions, please call Rose Jewell, Assistant to the Mayor and City Administrator, at 360-835-8501.

- 1. Major categories of services provided by the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire, emergency medical and ambulance services	5	4	3	2	1	9
03. Overall quality of city parks	5	4	3	2	1	9
04. Overall maintenance of city streets	5	4	3	2	1	9
05. Overall quality of city water utilities	5	4	3	2	1	9
06. Overall quality of city sewer services	5	4	3	2	1	9
07. Overall effectiveness of city management of storm water runoff	5	4	3	2	1	9
08. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
09. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
10. Overall effectiveness of city communication with the public	5	4	3	2	1	9
11. Overall effectiveness of city economic development efforts	5	4	3	2	1	9

- 2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

- 3. Several items that may influence your perception of the City of Washougal are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City of Washougal	5	4	3	2	1	9
02. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
03. Overall image of the city	5	4	3	2	1	9
04. How well the city is managing growth and development	5	4	3	2	1	9
05. Overall quality of life in the city	5	4	3	2	1	9
06. Overall feeling of safety in the city	5	4	3	2	1	9
07. Availability of job opportunities	5	4	3	2	1	9
08. Overall quality of new development	5	4	3	2	1	9
09. Appearance of residential property in the city	5	4	3	2	1	9
10. Appearance of commercial property in the city	5	4	3	2	1	9

4. Please rate your satisfaction with each of the Parks and Recreation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of facilities such as picnic shelters and playgrounds in city parks	5	4	3	2	1	9
2. Quality of outdoor athletic fields (e.g. baseball, soccer, and football)	5	4	3	2	1	9
3. Appearance and maintenance of existing city parks	5	4	3	2	1	9
4. Number of city parks	5	4	3	2	1	9

5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: \_\_\_\_ 2nd: \_\_\_\_

6. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in the community	5	4	3	2	1	9
02. The city's overall efforts to prevent crime	5	4	3	2	1	9
03. Enforcement of local traffic laws	5	4	3	2	1	9
04. Parking enforcement services	5	4	3	2	1	9
05. How quickly police respond to emergencies	5	4	3	2	1	9
06. Overall quality of local fire protection and rescue services	5	4	3	2	1	9
07. How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
08. Quality of local ambulance service	5	4	3	2	1	9
09. How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
10. Quality of animal control	5	4	3	2	1	9

7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 6.]

1st: \_\_\_\_ 2nd: \_\_\_\_

8. Please rate your satisfaction with each of the following items concerning city communication using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. Overall quality of the city's website	5	4	3	2	1	9
4. The level of public involvement in local decision making	5	4	3	2	1	9
5. Timeliness of information provided by the city	5	4	3	2	1	9
6. City e-mail information update service	5	4	3	2	1	9

9. Which TWO of the communication items listed in Question 8 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 8.]

1st: \_\_\_\_ 2nd: \_\_\_\_

10. Please rate your satisfaction with each of the following items concerning city streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
4. Adequacy of city street lighting	5	4	3	2	1	9
5. Condition of sidewalks in the city	5	4	3	2	1	9

11. Which TWO of the street related items listed in Question 10 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: \_\_\_\_ 2nd: \_\_\_\_

12. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and trimming of grass and weeds on private property	5	4	3	2	1	9
3. Enforcing codes designed to protect public safety and health	5	4	3	2	1	9
4. Enforcing sign regulation	5	4	3	2	1	9

13. Which TWO of the code enforcement items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: \_\_\_\_ 2nd: \_\_\_\_

14. From which of the following sources do you currently get news and information about City programs, services, and events? [Check all that apply.]

- \_\_\_\_(1) City web-site
- \_\_\_\_(2) City social media (Facebook, Twitter)
- \_\_\_\_(3) Public meetings
- \_\_\_\_(4) City e-mail update service
- \_\_\_\_(5) None

15. Which of the following types of information would you like to receive from the City of Washougal? [Check all that apply.]

- \_\_\_\_(1) The city's Strategic Plan and council goals
- \_\_\_\_(2) Public safety (police, fire)
- \_\_\_\_(3) Public works (infrastructure and construction updates)
- \_\_\_\_(4) Special events
- \_\_\_\_(5) Community based stories (what is going on locally in Washougal)
- \_\_\_\_(6) Other: \_\_\_\_\_

16. In 2017, the City Council passed an ordinance restricting the use of personal fireworks within city limits to "Safe and sane" fireworks (which are those that do not fly, explode, or travel more than one foot into the air or more than six feet on the ground). This restriction goes into effect for New Year's Eve 2018 and July 4th 2019. Prior to enacting this restriction, all fireworks legal in the State of Washington were legal in Washougal. Knowing this, which of the following statements reflects your preference regarding fireworks restrictions?

- \_\_\_\_(1) I support the new restriction for safe and sane fireworks
- \_\_\_\_(2) I would support a complete ban on the use of personal fireworks
- \_\_\_\_(3) I would support overturning the new restriction and restoring the previous allowance of all legal personal fireworks
- \_\_\_\_(9) Don't know

**17. Have you called, e-mailed, or visited the city with a question, problem, or complaint during the past year?**

\_\_\_(1) Yes [Answer Q17a-c.]    \_\_\_(2) No [Skip to Q18.]    \_\_\_(9) Don't Know [Skip to Q18.]

**17a. How easy was it to contact the person you needed to reach?**

\_\_\_(1) Very easy                      \_\_\_(3) Difficult                      \_\_\_(9) Don't know  
 \_\_\_(2) Somewhat easy              \_\_\_(4) Very difficult

**17b. What department did you contact? [Check all that apply.]**

\_\_\_(1) Police                                      \_\_\_(6) Event permits  
 \_\_\_(2) Fire                                        \_\_\_(7) Utility Billing  
 \_\_\_(3) Community Development            \_\_\_(8) Municipal Services (streets/water/sewer)  
 \_\_\_(4) Parks                                        \_\_\_(9) Other: \_\_\_\_\_  
 \_\_\_(5) Community Room reservations

**17c. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never".**

Frequency that...	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

**18. Land Development. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the city's current pace of development in each of the following areas.**

Type of Development	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
1. Office development	5	4	3	2	1	9
2. Industrial development	5	4	3	2	1	9
3. Multi-family residential development	5	4	3	2	1	9
4. Single-family residential development	5	4	3	2	1	9
5. Retail development	5	4	3	2	1	9

**19. Expectations for Services. Using a scale of 1 to 5, where 5 means the level of service provided by the city "Should be Much Higher" than it is now and 1 means it "Should be Much Lower", please indicate how the level of service provided by the City should change in each of the areas listed below.**

	Should Be Much Higher	Should Be a Little Higher	Should Stay the Same	Should Be a Little Lower	Should Be Much Lower	Don't Know
1. Law enforcement	5	4	3	2	1	9
2. Fire, EMS and ambulance	5	4	3	2	1	9
3. Parks and open space	5	4	3	2	1	9
4. Recreation facilities	5	4	3	2	1	9
5. Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

**20. Would you be willing to pay more in taxes or fees to support an increase in the service level?**

\_\_\_(1) Yes, I would be willing to pay more in taxes or fees  
 \_\_\_(2) No, I would not be willing to pay more in taxes or fees  
 \_\_\_(3) Not applicable – I do not think any levels of service need to be higher  
 \_\_\_(9) Don't know

21a. The City of Washougal has closed its dog park, which was located near BiMart. Prior to its closing, how often did you use the dog park?

- (1) Daily
- (2) A few times per week
- (3) Weekly
- (4) Monthly
- (5) One to six times per year
- (6) Never
- (9) Don't know

21b. About how often would you use a new dog park if one were opened in the City of Washougal?

- (1) Daily
- (2) A few times per week
- (3) Weekly
- (4) Monthly
- (5) One to six times per year
- (6) Never
- (9) Don't know

22. The City of Washougal could raise approximately \$250K per-year by enacting a new \$20 annual vehicle license tab renewal fee to fund improvements to our streets, new road projects, or both. Would you support a new \$20 annual vehicle license tab fee to improve our streets and/or fund new road projects?

- (1) Yes, I would support the fee
- (2) No, I would not support the fee
- (9) Don't know

23. Approximately how many years have you lived in Washougal? \_\_\_\_\_ years

24. What is your age? \_\_\_\_\_ years

25. Which of the following languages are spoken at your place of residence? [Check all that apply.]

- (1) English
- (2) Spanish
- (3) Russian
- (4) Other: \_\_\_\_\_

26. How many children under age 18 live in your household? \_\_\_\_\_ children

27. What is your gender?  (1) Male  (2) Female

28. Would you say your total annual household income is...

- (1) Under \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$74,999
- (4) \$75,000 to \$99,999
- (5) \$100,000 to \$124,999
- (6) \$125,000 or more

29. If you have suggestions for improving the quality of city programs, facilities, or services, please write your suggestions in the space below.

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**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having difficulties with city services. If your address is not correct, please provide the correct information. Thank you.